

Glossary



3Ps of Production: The three main phases involved in creating a media product: Pre-production, production, and post-production

Action: Doing something, such as making movement or going somewhere; examples include dancing, reading, talking with friends, eating an apple, or shopping

Advertisement: A specific kind of media; an announcement designed to attract people's attention and to persuade them to buy a product or service or support a belief

Author: The creator of a media product, such as a musician, writer, or filmmaker; see "Sponsor"

Body image: What we think our bodies look like and how we feel about our bodies; also how we think others see us

Brainstorm: An activity in which members of a group suggest ideas or solutions about an issue or problem; everyone in the group contributes and all ideas are accepted

Calcium: A mineral that the body needs to build and maintain strong, healthy bones and teeth, as well as for overall health

- ◆ Young people ages 9 to 18 need 1,300 milligrams of calcium every day.
- ◆ Calcium is found in a variety of foods.
- ◆ Milk products are the best source of calcium.¹
- ◆ Other foods, such as dark-green leafy vegetables, white beans, and dry roasted almonds, contain small amounts of calcium.
- ◆ Some foods (for example, soy beverages, orange juice, and bread) are also calcium fortified.

Calcium-fortified: The addition of calcium to a food that does not naturally contain calcium, such as calcium added to orange juice, breakfast cereals, or bread

Calorie: A unit of energy

- ◆ The number of calories in a food is a measure of how much potential energy it contains.
- ◆ Our bodies use the energy in food to power all our body functions—breathing, thinking, digesting, running, sleeping, cell division, and everything else.
- ◆ There are 4 calories per gram of protein, 4 calories per gram of carbohydrate, and 9 calories per gram of fat.

Carbohydrate: One of the categories of nutrients found in food (the others are

¹ NIH Consensus Conference Statement: Optimal Calcium Intake, June 6-8, 1994; 12(4):24.

fat, protein, water, vitamins, and minerals); provides the fuel your body needs to do its work; can be simple (like those found in sugars) or complex (like those found in grains, potatoes, or peas); includes dietary fiber, which is also a type of carbohydrate, but it is not a source of fuel; see “Dietary Fiber”

Creative plan: A tool that professional media producers use to make decisions before they start their actual media project; a plan of action covering all aspects of the production

Dietary fiber: A kind of carbohydrate that is not digested by the body; helps move food through and out of the digestive tract and helps to keep the digestive tract healthy; found only in plant foods (such as whole grains, fruits, vegetables, dry beans, and nuts and seeds)

Dietary Guidelines for Americans: A set of dietary recommendations jointly issued by the U.S. Department of Health and Human Services and the U.S. Department of Agriculture; the guidelines (<http://health.gov/dietaryguidelines>) are the cornerstone of federal nutrition policy and nutrition education activities

Endcaps: The display cases at the ends of the supermarket aisles

Entertain: To amuse or keep someone’s interest and attention; one of the three main purposes of media

Fat: One of the categories of nutrients found in food (the others are carbohydrates, protein, water, vitamins, and minerals)

- ◆ A certain amount of fat is necessary for the body to carry out its functions, but most people eat more fat than they need.
- ◆ Fats are found naturally in butter, oils, meat, and dairy foods (such as milk, yogurt, and cheese).
- ◆ Fats are also added to many processed foods and added in cooking.

General action: A broad, sweeping idea or response, such as “eat healthy” or “get more physical activity”; the opposite of specific action; see “Specific Action”

Helper: Something that makes it easy for a person to do something; for example, having a bowl of fresh fruit on the kitchen counter could be a helper for choosing healthful snacks

Impulse buy: The items placed near the cash register in a grocery store; usually items such as magazines, candy, and gum

Infomercial: A 30- to 60-minute program designed to sell a product or service

Inform: To give information to someone; one of the three main purposes of media

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Ingredients: The pieces or components of something; for example, the individual foods and spices in a recipe are the ingredients

Ingredient list: The list on a food package that states what is in the food, including any nutrients that have been added; listed in descending order by weight

Jingle: A short, catchy song used in an advertisement

Logo: A symbol that stands for a company, an organization, institution or agency, and its beliefs; often put on products (such as clothing or food packages); designed to make a person recognize that a product is made by a particular company

Media: Ways of communicating or expressing information or ideas to people; for example newspapers, television, radio, billboards, letters, telephones, and the Internet

Message: The specific point or statement made by a media product, such as the main idea of a television advertisement or a key point in a news story

Minerals: One of the categories of nutrients found in food (the others are carbohydrates, fat, protein, water, and vitamins)

- ◆ Our bodies need certain minerals to function properly. Because our bodies don't make them, we must get them from food.
- ◆ Examples include calcium, iron, and zinc.

Nutrients: Substances that bodies need to grow, have energy, and stay healthy; classified in six groups: Protein, fats, carbohydrates, vitamins, minerals, and water

Nutrition: The process by which we take in and use food to grow, develop, and function

Nutrition Facts label: The label found on most packaged foods and drinks; provides information about the calorie and nutrient content based on a specified serving size, which is also on the label

Obstacle: Something that makes it hard for a person to do something; for example, “not wanting to get sweaty” could be an obstacle to being physically active

Omission: To leave out something or to fail to include a specific fact or piece of information

Osteoporosis: A condition in which bones do not have enough calcium and other minerals

and as a result, bones become brittle, compress, and can break easily; weight-bearing activity and getting enough calcium all through life are two important ways to help prevent osteoporosis

Percent Daily Value (% DV): The section of a food label that shows how a food fits into the overall daily diet

- ◆ The value of the nutrient is given in percentages.
- ◆ The Percent Daily Value gives the food's nutritional content based on a 2,000-calorie diet.
- ◆ You can use this to quickly compare foods and see how the amount of a nutrient in a serving of food fits into a 2,000-calorie diet.

Persuade: To convince someone to do or think something; one of the three main purposes of media

Physical activity: Anything that gets a body moving; for example, sweeping, walking the dog, riding a bike to school, bringing in the groceries, jogging, or playing basketball

Point of view: The way a person looks at an event or situation, or the perspective from which something is considered

Post-production: All the activities that take place after creating a production, such as editing a videotape or showing the production to others

Pre-production: All the things a person does to get ready to create a media production, such as gathering supplies and equipment, deciding on an audience and a message, and hiring the talent

Product placement: A marketing approach that intentionally places products in films and TV shows; for example, a scene from a TV show features characters sitting at a table and drinking a particular brand of soda

Production: All the activities involved in creating a production, such as writing, designing, rehearsing, taking pictures, and taping

Protein: One of the categories of nutrients found in food (the others are carbohydrates, fat, water, vitamins, and minerals)

- ◆ Protein is made up of amino acids.
- ◆ The body can make some amino acids; others are found in the food we eat.
- ◆ Proteins help make and repair all our body tissues (other nutrients also help in these functions).

Public service announcement (PSA): An advertisement about a topic of public interest, such

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as teen drug use or the importance of wearing seat belt; PSAs make people aware of an issue and often include a solution for the problem

Pulse: The rhythmic contraction and expansion of an artery due to the surge of blood from the beating of the heart; often measured by feeling the arteries of the wrist or at the side of their neck; also found in veins, although far weaker; taken to estimate the heart rate

Purpose: An aim or a goal; the reason a media product is created; three main purposes of media are to entertain (for example, a music video), to motivate (for example, an infomercial), and to inform (for example, a radio news show)

Refined grains: Grains that contain only the endosperm layer; the other parts of the grain are removed during milling; see “Whole Grains”

- ◆ Most refined-grain foods are enriched with some of the nutrients lost in milling.
- ◆ White flour is an example of a refined grain.

Resting heart rate: A person’s pulse, or heart rate, when he or she is not moving

Serving size: A measured amount of food or drink, such as 1 slice of bread, ½ cup of cut-up fruit, or 8 fluid ounces (1 cup) of milk; used in nutrition recommendations to help people know how much of different types of foods to eat to get the nutrients they need

Slogan: A short, catchy phrase used in promotion or advertising; often used to persuade an audience to take an action; used consistently, can become closely linked with an action or product

Snack: Any food or beverage a person eats or drinks between meal; snacking on nutritious foods is a great way for youth to get the food and nutrients they need to grow and stay healthy

Specific action: A precise and definite action, such as “have a piece of fruit every day” or “walk the dog two miles every day”; the opposite of general action; see “General Action”

Sponsor: The company or organization that pays for a media product such as an advertisement or PSA; see “Author”

Subtle: Something that can be hard to detect or analyze; for example, logos on clothing to advertise a brand or product

Sugar: A form of simple carbohydrate that gives a sweet flavor to foods and drinks; found

naturally in foods that also have other nutrients (such as fructose in fruit or lactose in milk); also added to foods during processing or preparation (such as sugar in breakfast cereal or corn syrup in soda and candy); some foods with added sugars provide calories but few nutrients

Target audience: A specific group of people that a media producer, a company, or a program, is trying to reach; members of which usually have something in common; many consist of people of the same age or gender, such as 12-year-old girls, or a group of people who like to do the same thing, such as youth who play soccer

Techniques: The specific process by which a task is completed; the methods used by a media product to attract your attention; for example, sound, color, humor, or use of celebrities as a means of drawing attention

Vitamins: One of the categories of nutrients found in food (the others are carbohydrates, fat, protein, water, and minerals); nutrients that perform many important functions, like helping blood to clot, maintaining healthy vision, and keeping gums and other tissues healthy; for example, vitamins A, C, D, E, K, the B vitamins, and folate (also called folic acid)

Weight-bearing physical activity: Any activity in which a person’s body works against gravity or force such that your feet, legs, or arms are carrying body weight

- ◆ Weight-bearing activities cause new bone tissue to grow and make bones stronger.
- ◆ They also make muscles stronger and when muscles push and tug against bones, bones become stronger.

Whole grains: Grain that contains all three parts: The outer bran layer, the inner endosperm layer, and the germ; for example, whole wheat, brown or wild rice, whole oats, bulgur, pearl barley, and whole rye; contains vitamins, minerals, fiber, and other substances; see “Refined Grains”

Working agreement: A set of rules made by a group to guide them as they work together; useful because it helps everyone know what is expected of them; establishes the boundaries of acceptable and unacceptable behavior

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