

I

Appendix I

Glossary

3Ps of Production: There are three main phases of creating a media product—preproduction, production, and postproduction.

Action: Doing something, such as moving your body or going somewhere; examples include dancing, reading, talking with friends, eating an apple, or shopping.

Advertisement or ad: A specific kind of media announcement designed to attract people’s attention and to persuade them to buy or support a product, service, or 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 about or solutions to an issue or problem; everyone in the group contributes, and all ideas are included.

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.¹
- ◆ Calcium is found in a variety of foods.
- ◆ Milk and milk products are the best dietary sources of calcium.²
- ◆ 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; see “calcium-fortified.”

Calcium-fortified: The addition of calcium to a food that does not naturally contain calcium or high levels of calcium, such as calcium added to orange juice, breakfast cereals, and 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 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 production of 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, beans, and nuts and seeds).

¹ Committee to Review Dietary Reference Intakes for Vitamin D and Calcium, Food and Nutrition Board, Institute of Medicine. (2010). *Dietary Reference Intakes for Calcium and Vitamin D*. Washington, DC: National Academy Press.

² U.S. Department of Agriculture, U.S. Department of Health and Human Services. (2010). *Dietary Guidelines for Americans, 2010*. Retrieved October 12, 2012, from <http://health.gov/dietaryguidelines/dga2010/DietaryGuidelines2010.pdf>.

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/dga2010/DietaryGuidelines2010.pdf>) are the cornerstone of federal nutrition policies and nutrition education activities.

Digital media: A form of electronic media in which data are stored in digital (as opposed to analog) format.

Endcaps: 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.

Fats: One of the categories of nutrients found in food (the others are carbohydrates, protein, water, vitamins, and minerals). Fats provide more calories per gram than any other calorie source—9 calories per gram.

- ◆ Fats supply calories and essential fatty acids, and help in the absorption of the fat-soluble vitamins A, D, E, and K.
- ◆ Dietary fats include fatty acids, triglycerides, and cholesterol. The main types of fatty acids are saturated, trans, monounsaturated, and polyunsaturated fatty acids.
- ◆ Fats are found in both plant and animal foods. Fat from animal foods is found in meats, poultry, seafood, eggs, and dairy products.
- ◆ Fat from plant foods comes in liquid form as “oils.” Oils are extracted from plants such as canola, corn, olives, peanuts, safflower, soybeans, and sunflowers.
- ◆ Solid fats are found in fatty meats, fried poultry, whole milk dairy foods, butter, lard, and cream.
- ◆ Limit intakes of solid fats because they are higher in saturated fatty acids and/or *trans* fat than oils. Choose lean meats, poultry, and seafood; eggs; and fat-free and low-fat dairy products instead.
- ◆ Replace solid fats with oils where possible. When cooking, use vegetable oils instead of butter, lard, and stick margarine.

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 easier 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.

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, meaning the first item listed is the largest amount and the last item listed is the smallest.

Jingle: A short, catchy song used in an advertisement.

Logo: A symbol that stands for a company, 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 packaged foods and drinks; provides information about the calorie and nutrient content based on a specified serving size, which is also defined on the label.

Obstacle: Something that makes it hard or harder 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 fail to include a specific fact or piece of information.

Osteoporosis: A condition in which bones become brittle, compress, and break easily, resulting from not getting or having enough calcium and other minerals; 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 gives the food’s nutritional content based on a 2,000-calorie diet.

- ◆ The value of the nutrient is given in percentages of daily need.
- ◆ 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, carrying 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.

Postproduction: All the activities that take place after creating a production to make the final version, such as editing a videotape or showing the production to others.

Preproduction: 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).

- ◆ Proteins 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 as preventing teen drug use or the importance of wearing seat belts; PSAs make people aware of an issue that is important for a very wide audience 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 the neck; also found in veins, although far weaker; taken to estimate heart rate.

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

Refined grains: Grains that are milled (processed) to contain only the endosperm layer; the other parts of the grain are removed during milling.

- ◆ 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 fat-free milk. The Nutrition Facts label states a serving size; for example, the food label for a 20-slice loaf of bread will say 2 slices, with about 10 servings per loaf.

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

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

Social networking: The use of websites and other online technologies to connect with people who share, for example, personal or professional interests, their place of origin, or education at a particular school.

Specific action: A precise and definite action, such as “have a piece of fruit every day” or “walk the dog 2 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 see, detect, or analyze; for example, website ads that look like games.

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 many 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 this group usually have something in common; many groups 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 methods an author uses in a media product to attract your attention; for example, the use of sound, color, humor, or 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, such as helping blood to clot, maintaining healthy vision, and keeping gums and other tissues healthy; for example, vitamins A, C, D, E, and 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 the feet, legs, or arms are carrying body weight.

- ◆ Weight-bearing activities cause new bone tissue to grow and help 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, 100% whole wheat, brown or wild rice, whole oats, bulgur, pearl barley, and whole rye; contains vitamins, minerals, fiber, and other substances.

Working agreement: A set of rules made and agreed upon by a group of people 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.