

Media and You – Web Trip

Name _____

Date _____ Period _____

PART I – Advertising Tricks

<p>A. Food Advertising Tricks – Read about the tricks of food stylists as they prepare the perfect burger, chicken, and ice cream for a commercial. >> Name four techniques used by advertisers to make food look good enough to eat.</p>	<p>B. Be the Ad Detective—Ads are all around us, even though we may not realize it. Take a look at where four businesses decided to advertise their company name. >> Name four places companies place their ads. Explain why each company chose to advertise in that location.</p>
<p>1. _____ 2. _____ 3. _____ 4. _____</p>	<p>5. _____ 6. _____ 7. _____ 8. _____</p>

PART II – Buying Smart

C. Question the Commercial – To be a smarter consumer, it helps to think about techniques advertisers use to persuade you to purchase their products.

>> What are three things to think about while viewing a commercial?

9. _____

10. _____

11. _____

D. What’s in the Shopping Bag? – Use your Notebook Entry notes about advertising techniques to answer the following questions.

G.I. Joe

12. What ad technique is being used? _____

13. When you shop, be sure to read the _____ on the box so you know what you’re actually buying.

Fruit Roll-Ups & Totino’s Pizza Rolls

14. What ad technique is being used? _____

15. It’s a good idea to read the list of _____ on food packages so you know exactly what you’re eating.

VR3D BMX Virtual Reality System

16. What ad technique is being used? _____

17. This packaging is misleading. A real picture of the actual game can be found under the _____.

Easy Bake Lemonade Maker

18. What ad technique is being used? _____

19. Companies can make their products look more interesting by adding _____ that you have to purchase separately.

Healing Garden Green Tea Scented Lotion

20. What ad technique is being used? _____

21. Advertisers like to use _____ to make their products sound more appealing.

PART III – Seeing is Believing

E. Girl Power – Retouch >> Describe six ways that the image was retouched in order to make the girl more “attractive.”	F. Video – Evolution by Dove (Watch it twice) >> Describe six things that are done to create the image of the woman on the billboard.
22. _____	28. _____
23. _____	29. _____
24. _____	30. _____
25. _____	31. _____
26. _____	32. _____
27. _____	33. _____

34. At the end of the Dove video it says, “No wonder our perception of beauty is distorted.” What do you think is meant by this? Use complete sentences for your response.

Part IV – Public Service Announcements

G. PSA’s

>> Read the first paragraph of the Wikipedia article and use the information to answer the following questions.

35. What is a Public Service Announcement (PSA)? _____

36. What is the purpose of a PSA? _____

37. What are two common topics for PSA’s? _____

Part V – More Information

H. Free Choice

>> Visit a few of the sites listed and write down three things you learned, or that surprised you, or that you found interesting. Write your responses using complete sentences.

38. _____

39. _____

40. _____