

LIB 101: Information Literacy
Session 3: Media Literacy Assignment
(10 Points)

OVERVIEW

Each student will evaluate a Super Bowl commercial using media literacy criteria and answering the following related questions and submit the media literacy assignment as a WORD document through the drop box in e360 course

INSTRUCTIONS

Step 1. Go to www.youtube.com and search for following commercial using the exact words below and select ONE commercial for the media literacy assignment.

- Hands | Be More Human | Reebok
<https://www.youtube.com/watch?v=i4bq8U7UmoA>
- Coca-Cola Super Bowl Commercial 2018 The Wonder of Us
<https://www.youtube.com/watch?v=-R-EEdvDrUU>
- The 2017 Honda Ridgeline Truck: “Lost and Found”
<https://www.youtube.com/watch?v=lxOZenQDrwU>
- Weight Watchers Uncut Big Game Commercial 2015: All You Can Eat
<https://www.youtube.com/watch?v=KtHXrzQsg90>

Step 2. Type up a WORD document to include a paragraph with a minimum of 5 sentences to answer EACH of the five questions listed below.

- a. **Who created this message?** What do you know about the company that created this commercial? (*Please identify information such as **the number of employees, annual revenue and date of incorporation***). Note: Use Google to identify which company your product is manufactured by, as it may be a different name than the product name. Then go to “Databases Complete List” on the library website and choose **Mergent Online** to search the name of the company producing your product.
- b. **What creative techniques are used to attract my attention?** How are the *sound effects* used at different points, and why do you think they chose *a specific sound effect or sound track at a particular point*? At what point(s) do the sound effects change? What *camera techniques* are used to focus your attention in a particular way? Provide specific examples of the use of music, sound effects and camera techniques as it relates to emotions, the storyline, and the message.
- c. **How might different people understand this message differently than me?** Would this message be understood differently by men or women, different age groups, different nationalities, different socio-economic groups, or people of different faiths?

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- d. **What values, lifestyles and points of view are represented in, or omitted from, this message?** Identify specific values or character traits that are used in this commercial. What type of lifestyle is promoted? What is one point of view, lifestyle or value that would not support this message?

- e. **Why is this message being sent?** Do not mention that this message is being sent to sell the product, as that is the case for all commercials. Rather, how do they want you to feel about yourself if you buy their product? What emotions do they want you to feel receiving this message? Are they targeting a specific audience, age group, or population? Explain in detail and with specific examples.

Step 3. Finish & Export to a Word Document and submit in the Dropbox: Session 3: Assignment - Media Literacy. **PRIOR to Session 4.**

NOTE:

To earn full credit for this assignment (10 points) you will need to:

- a) Write a paragraph (minimum of 5 sentences) for EACH of the five questions.
- b) Demonstrate critical thinking in answering the questions.
- c) Avoid being general but rather use specific examples to support your answers.
- d) Minimal grammar and spelling errors.