

Week 5: Create an Ad Activity

Five Key Media Literacy Questions:

1. Who created this message?
2. What creative techniques are used to attract my attention?
3. How might different people understand this message differently from me?
4. What lifestyles, values and points of view are represented in or omitted from, this message?
5. Why is this message being sent?

Media Literacy applied to commercials:

1. What is the overall agenda or message of the commercial?
2. Who is the audience the creators of the commercial are targeting?
3. How do the creators of the commercial use the storyline to gain and keep your attention?
4. How do the creators of the commercial use music to enhance the message?
5. How do the creators of the commercial use camera techniques and visuals to enhance the message?

Activity:

Choose one of the following products and create a commercial for it (a 60 second spot to be used on television)

- Nike Running Shoes
- KIND Snacks: Healthy Snacks and Granola Bars
- The Red Cross
- Netflix
- Samsung Tablet

Consider the following criteria and determine a brief description for each point listed.

1. Determine the overall message of the commercial.
2. Identify your audience.
3. Decide the emotional response you want from your audience.
4. Write a brief story line to capture and keep attention.
5. Identify ways to use music or camera techniques to enhance your message.
6. Put these elements together to understand and explain your commercial.