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LIB 101/OB

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WEIGHT WATCHERS

Topic: Dieting and Health

Weight Watchers Big Game Commercial 2015: All You Can Eat

Critical Thinking Media Literacy Assignment Five Questions are:

a. Who created this message?

Weight Watchers were founded in 1963 by an overweight housewife named Jean Nidetch. In 2015 the company had a new strategy. Many came on board, such as Oprah Winfrey, to change the program to a Wellness plan. Jean Grossman also introduced the product to QVC. Jean Grossman became the CEO in 2018. 2018, the company changed its name to W W International. In 2018 they had 18,000 employees and had a revenue of 1.5 Billion dollars

b. What creative techniques are used to attract any attention?

The video begins with the word big. Then you see labels that read big top, which you are now thinking about being big. The video sound effects were so intense. Also, the soundtrack was confusing, like a kaleidoscope. Music had a heavy rock vibe. It also had a hypnotic flair to it. It wants you to feel addicted and out of control. It wants you to feel powerless.

c. How might different people understand this message differently than me?

How do men and women understand this message? The men will want to become more powerful. And the women will want to be more in control over it. Different age groups can view it as it being addictive as a drug. Or it can always be seen as hypnotic that put you in a spell. It does not matter your nationality or socio-economic group; the impact is the same, how people or different faiths understand. It can bring a message of Good and Evil.

d. What values, lifestyles, and points of view are represented or omitted from message?

The values represent good and evil, or they want to show the good and the bad. And the lifestyles in this commercial are unstable and are out of control. And the lifestyle Weight Watchers is promoting is Health and Wellness. It wants you to gain power or get back your control. Anyone with a sub abuse or addictive lifestyle will not support this message.

e. Why is this message being sent?

The message Weight Watchers program wants to promote and want you to focus on Wellness. The most potent tool one has is making a decision. The power is in making a decision, but you need to make the right decision. Near the end of the commercial, it shows an image of a white plate. White can represent surrender, calmness, or purity, which can answer or serve any audience. And choosing Weight Watchers is the right decision and the best choice. And you will become a winner and an overcomer.