

Melissa Hobson

LIB 101: Information Literacy

Session 5: Critical Thinking Media Literacy Assignment

Topic: Diversity Awareness Commercial: Coca-Cola Super Bowl commercial 2018 The Wonder of Us

Five Media Literacy Questions:

a. Who created this message?

-The company that created this commercial is Coca-Cola and they are known for being a nonalcoholic beverage company. Their category of drinks consists of sparkling soft drinks such as water, enhanced water, and sports drinks such as juice, dairy, and plant-based beverages such as tea and coffee and of course energy drinks. Coca-Cola has 80,300 employees in the company. Their annual revenue is listed as 36,412,000,000 and their date of incorporation is November 1892, GA, United States.

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

- Within the commercial the music in the background is soft and sentimental. The video starts off with you hearing a crowd of happy people cheering. Between every scene and description there's a soft note accompanied by a different person speaking. The different persons speaking interchangeably throughout consisted of an adult, or a child or teenager, male or female. The camera has focus on the activities but mostly on different types of people doing the activities as well as showing smiling or laughing, showing that they are happy. The way the camera changes in and out of each scene allows you to see the different colors and feel each emotion of each person as if to be able to feel them all at one time.

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

- Different people would understand this message as well as have different take aways from it. It helps to understand this message differently mostly because the commercial itself incorporated different types of people from both genders, all ages or stages in life and different backgrounds and cultures.

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

- The values represented in this message were family, being adventurous, compassion, creativity, connection and just plain humanity. The lifestyles represented in this message was a carefree happy lifestyle. One lifestyle that would not be supported by this message would be a person who may not be very sociable or someone who is a workaholic or values working more enjoying free time.

e. Why is this message being sent?

- I believe the company wants me to feel included when choosing to buy and drink Coca-Cola. To feel happy, seen and heard as being different but acknowledging that that is ok and is encouraged. They are targeting the young adult population a little more based on the people seen in the scenes, but they are also targeting all people from every gender and every age as they showed with having different people speak a different work to complete a specific sentence. For example, when they said at the end, "We all have different looks, and loves, likes and dislikes too, but there is a Coke for we and us and there is a Coke for you." It makes you feel included, and that Coca-Cola is showing the acceptance of that inclusion.

Works Cited

Fong, Elizabeth Hughes, et al. "Increasing Cultural Understanding and Diversity in Applied Behavior Analysis." *Behavior Analysis: Research and Practice*, vol. 17, no. 2, May 2017, pp. 103–113. *EBSCOhost*, doi:10.1037/bar0000076.

Trent, Mary Alice. *The Language of Diversity: Restoration Toward Peace and Unity*. Cambridge Scholars Publishing, 2007. *EBSCOhost*,
search-ebSCOhost-com.ezproxy.nyack.edu/login.aspx?
direct=true&db=e093mww&AN=539551&site=eds-live.