

Agnes Wyman

Professor Notley

LIB 101: Information Literacy

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### Critical Thinking Media Literacy Assignment

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

#### **Who created this message?**

Cola- Cola Consolidated distributors, markets and manufacturers nonalcoholic beverages. Company provides a range of nonalcoholic beverage products and flavors. Company sale are divided into two main categories: bottles and aluminum cans. The company was incorporated in January 1969 and have approximately 14,00 full time employees.

#### **What creative techniques are used to attract my attention?**

Coca-Cola used interaction of lyrics and other visual elements to enable the audience to interpret created images.

The Coca-Cola Commercial relied on a combination of visual images and sound to create signs that encourages the audience to identify with character feature taking coke drinks, as they exhibit excitement and enthusiasm.

The sound effects changed each time the commercial shows different images.

#### **What might different people understand this message differently than me?**

Some may think of this commercial to be very offensive.

Christians do not practice homosexuality.

Parents are not particularly happy about their children drinking coke, because it is not good for their teeth.

There is not a coke for everyone, because everyone does not like or drink coke.

I do not drink or like coke because it is too sweet.

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

The wonder of us shows people of all different races, ages, and gender engaged in an assortment of carefree activities, which tangentially involves bottles and cans of coke.

Kids playing spin the bottle, and a wheel chair bound daredevil catching air off a half pipe.

The word and voice feature in the commercial is meant to bring people together, regardless of their gender, origin, religion, profession, life style or point of view.

What is omitted from this message is not describing the health risks.

**Why is this message being sent?**

This message is being sent to promote different varieties of coke for different kinds of people in all kinds of occasions.

They want you to feel positive about their product and share with your friends.

It markets the soda as suitable for everyone regardless of race back ground or beliefs.

## Works Cited

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