

Sebastian Pedraza

Sunya Notley

LIB 101: Information Literacy

Feb 27, 2023

Media literacy analysis: Coca-Cola Super Bowl Commercial 2018 The Wonder of Us

The Coca-Cola Corporation, a global conglomerate with headquarters in Atlanta, Georgia, developed the "The Miracle of Us" Coca-Cola Super Bowl commercial for 2018. According to its official website, Coca-Cola employs more than 700,000 people worldwide and generated over \$33 billion in income in 2020 with the assistance of its about 225 independent bottling partners. This has helped provide economic opportunity for local communities across the globe. With its distinctive red and white logo visible in more than 200 countries, Coca-Cola was established in 1886 and has since grown to become one of the most well-known brands in the world.

The advertisement employs a range of inventive ways to catch viewers' attention. It also includes a diverse cast of consumers of Coca-Cola products and upbeat, energizing music to foster a pleasant, enthusiastic attitude consistent with the commercial's message. includes a mix of synthetic and natural sounds. For instance, the sound of people conversing and laughing, a moving train, and waves breaking on a beach are all used to create a realistic and immersive scene. To keep the audience interested and involved, the sound effects alter as the attention switches from one individual or group of people to another. Also, to draw viewers' attention to particular elements of the advertisement, camera methods are employed. For instance, to emphasize the product and the happiness it offers to people, the camera zooms in on the Coca-

Cola bottle and the individuals holding it. The advertisement is made more exciting and energetic by the camera's tracking of people's movements.

Depending on one's upbringing, life experiences, and personal tastes, various people may interpret this message in different ways. For instance, someone who is more health concerned might perceive the advertisement as endorsing a product that is harmful and loaded with sugar and artificial components. On the other side, a fan of Coca-Cola can see the advertisement as a celebration of the company and its significance to American culture. Younger viewers might be more drawn to the upbeat, energizing music and graphics, while older viewers might be more focused on the sentimental message about the strength of connection and unity. This could lead to different age groups understanding the commercial's message differently. Also, depending on their cultural values and beliefs, individuals from different ethnicities or socioeconomic categories may have different interpretations of the advertisement.

Diversity, inclusivity, and the notion that Coca-Cola is a unifying force that can bring people together are among the values portrayed in this message. In the advertisement, people of various racial backgrounds, ages, genders, and socioeconomic statuses can be seen sipping Coca-Cola and having joyful moments. The way of life emphasized is one of being open to new experiences and sharing them with others. The idea put forth is that Coca-Cola can make such relationships and experiences possible. But there is one point of view, way of life, or value that may not agree with this message: that of those who think that businesses like Coca-Cola put profit before social responsibility. Instead of being an accurate representation of the company's beliefs or social impact, some individuals can interpret the commercial as a cynical attempt to appeal to emotion to sell a product. Also, some individuals can disagree with the notion of ingesting sugary beverages like Coca-Cola owing to health concerns.

Although the purpose of this advertisement is to promote Coca-Cola and boost sales, a message of inclusivity and harmony is being conveyed. The purpose of the advertisement is to arouse good feelings like joy, happiness, and a sense of belonging. It emphasizes the notion that, despite their differences, individuals from all walks of life can join and share a Coke. The advertisement is aimed at a broad demographic, which includes people of all ages, races, and nationalities. The wide range of individuals and situations portrayed throughout the advertisement reflects this. It displays people, for instance, during a football game, on the beach, in a city park, and at a café.

Also, the message is being delivered to individuals who cherish inclusivity and diversity. The advertisement claims that Coke is a company that upholds these similar beliefs by displaying a diverse range of individuals and cultures. This may help it connect more deeply with people who value variety and inclusion in their own lives.

Works Cited

Linden, W. M., & Popham, W. J. (2012). Engaging in Diverse Classrooms: Using a Diversity Awareness Survey to Measure Preservice Teachers' Preparedness, Willingness, & Comfort. *Journal of Curriculum & Instruction*, 6(1), 84–105. doi: 10.3776/joci.2012.v6n1p84

Gast, Linda, et al. *Mastering Approaches to Diversity in Social Work [Electronic Resource]*. E-book ed., Jessica Kingsley Publishers, 2012. Mastering social work skills. PDA.

Lucas, Amelia. "Coca-Cola revenue rises in fourth quarter, fueled by higher prices." *CNBC*, 14 Feb. 2023, [www.cnbc.com/2023/02/14/coca-cola-ko-q4-earnings.html](http://www.cnbc.com/2023/02/14/coca-cola-ko-q4-earnings.html). Accessed 26 Feb. 2023.