

1. Who created this message?
  - Weight watchers created the message to promote diet and health.
2. What creative techniques are used to attract my attention?
  - All the components of the commercial grab my attention; the words: stating that whatever food we want it's available, music: speeding up the pace of the commercial and adding drama to the commercial, color: bright captivating, movement: quickly showing many amplified images of food, mass production, sizes on food, highlighting everything that is available.
3. How might different people understand this message differently from me?
  - Some people may feel that a person with access to so much food and constantly available at low cost and discount is blessed even when the food is high on unhealthy fat and oils.
4. What lifestyles, values and points of view are represented in or omitted from this message?
  - The commercial highlights how easy it is to become overweight and how we need to control the amount of food we intake even when it's readily available. Weight watchers is a useful company that can help people get started in losing weight.
5. Why is this message being sent?
  - The commercial is promoting topics of diet and health. Weight Watchers would like to help people take control of their eating habits and not be influenced by the high consumer mentality and lose weight.

## Works Cited

- J, Heo M;Wylie-Rosett. "Being Obese versus Trying to Lose Weight: Relationship with Physical Inactivity and Soda Drinking among High School Students." *The Journal of School Health*, U.S. National Library of Medicine, 5 Feb. 2020, <https://pubmed.ncbi.nlm.nih.gov/32020630/>.
- Selby, Christine L. B. *The Body Size and Health Debate* , 2018, <https://publisher.abc-clio.com/9781440848063/10>.