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LIB101

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Critical Thinking: Ad Activity

Selected Commercial: Weight Watchers Big Game Commercial 2015: All You Can Eat

Media Questions:

1. What is the overall agenda or message of the commercial?

The overall agenda or message of the commercial is to advertise the product of a company named Weight Watchers. The goal is to try to gain subscribers to their company with promises of helping them gain control of their life, eventually by using the company's product they will lose weight.

2. Who is the audience the creators of the commercial are targeting?

The intended audience the creators of the commercial are targeting is the members of the population that are overweight or obese.

3. How do the creators of the commercial use the storyline to gain and keep your attention?

The creators of the commercial use the storyline to gain and keep the viewers attention by adding a surprise factor, the auditory aspect is thrilling and it matches up with the visuals

of the hustle and bustle of the commercial. This keeps you watching the content, curious to see how it ends.

4. How do the creators of the commercial use music to enhance the message?

The creators of this commercial use music to add a thrilling aspect, the music is a quick-paced classical tune that continues to pick up pace as the commercial continues.

5. How do the creators of the commercial use camera techniques and visuals to enhance the message?

The creators of this commercial use a combination of close ups, birds-eye-view, and wide shots to focus on different aspects. The close-ups are used to emphasize food and make you hungry. This in turn proves the commercials point that overweight people should buy their product.

Works Cited:

Gillard, Arthur, editor. *Dieting*. E-book ed., Greenhaven Press, 2014.

*Long-term Effects of Dieting: Is Weight Loss Related to Health?* 18 Apr. 2013,

[escholarship.org/uc/item/0tv27311](https://escholarship.org/uc/item/0tv27311). Accessed 18 Apr. 2023.