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Information Literacy

Critical thinking Assignment

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1. This message was created by the Coca Cola Company.
2. The creative techniques that were used to attract my attention were a diverse casting of people. The company used a range of skin tones, voices and age ranges to represent their product. They also used various scenes to represent how their product brings joy and delight to consumers; for example: there were scenes of happy people partying, happy people at sporting events and on the beach. They also used the phrase “we all have different loves, likes and dislikes, but there’s a coke for we, and us and you.” This line made the product appear inclusive. Coca Cola transcended being a product and became a symbol of love and inclusion. Having actors with different skin tones and hair types, as well as different body types was creative. It afforded everyone the opportunity to see themselves in the product.
3. Different people might understand this message differently than me in that they might not notice the creative techniques used for marketing. Instead, they may just take the commercial at face value. Not everyone will take the time to think critically. I think, though, that Coca Cola used flashing, positive images because they know that not everyone will think. The images, though, will still hit the subconscious and when people see Coca Cola soda, they may unconsciously think of the happy flashing images associated with the brand.

4. The values, lifestyles and points of views that were represented were inclusivity and happiness. This product, according to the commercial, acknowledges that the world is a diverse place and aims to satisfy all demographics and walks of life. Although Coca Cola is not healthy, it is attributed to happiness, wellness, and good times. The truth about its nutritional value was omitted from the commercial.
5. This message is being sent to every single person. That is why diverse casting was used.