

Christina Rose

Professor Notley

LIB101

24 April,2023

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Commercial selected: Coca-Cola Super Bowl 2021 Commercial: Open to Better

Evaluation:

**Who created this message?**

The message was created by the Coca-Cola company, a multinational beverage corporation based in the United States.

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

The commercial uses a combination of creative techniques to attract the viewer's attention, such as emotional appeal, humor, and storytelling. It features a diverse cast of people from different cultures and backgrounds, and it tells a story of individuals overcoming their struggles and differences to come together and create a better world.

**How might different people understand this message differently than me?**

Different people may understand the message differently based on their experiences, values, and cultural background. For example, some people may see the commercial as promoting diversity and inclusion, while others may see it as a marketing strategy to increase sales.

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

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The commercial represents the values of unity, diversity, and inclusion, and it showcases different lifestyles and points of view. However, some viewers may feel that the commercial omits certain groups or perspectives, as i

### Why is this message being sent?

The message is being sent to promote the Coca-Cola brand and to appeal to the values and emotions of its target audience.

### Bibliography:

E-book:

Title: Media Literacy: Keys to Interpreting Media Messages

Author: Art Silverblatt

Publication date: 2013

Publisher: Praeger

Online scholarly peer-reviewed article:

Title: The Impact of Media on Children and Adolescents: A Systematic Review

Author: Moniek Buijzen, Ine Beyens, and Patti M. Valkenburg

Publication date: 2018