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Information Literacy

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A) The company is WW International Inc. As of the end of 2022 there were 7,100 employees who worked in the company, and made \$1.04 Billion dollars of annual revenue. The date of incorporation was in 1963.

B) The company uses food to capture the audience switching between many types of food that may appeal to the audience. The ad starts seemingly like a regular advertisement for a restaurant however the looming music playing in the background combined with the increasing speed of which some b-roll is shown increases the intensity quickly in the advertisement. The narrator creates a sense of uneasiness as he pushes the viewer to take whatever food they want creating an illusion that the audience has an option to how much and to what they eat, yet all must eat at one point. The advertisement shows so much food that it is hard to process in some instances the food that is shown, for example from the time stamp 0.13 seconds to 0.16 seconds into the ad there are 5 different foods shown. This quick succession makes the audience uneasy and adds to the uncomfortable feeling of the narrator pushing for the viewer to decide to eat. Then at 0.25 the intensity ramps up as the song gradually begins to reach the crescendo. There is an eyeball that dilates, and quickly flashing videos of more food followed by a scene of what seems to be scientists creating food in a lab. This section alone creates a sense of disgust and uneasiness. Overall the narrator and the rapid amount of videos shown are used to make the viewer

uncomfortable while still retaining their focus. The Music ties everything in to increase the intensity

C) To someone who is more unhealthy than me I think the advertisement could maybe be even more disgusting since it potentially resonates with that individual more. I also think that people that are less fortunate and perhaps even poor may feel differently about the advertisement, whether it is not getting enough food, or getting enough food but it is unhealthy food.

D) This advertisement talks about problems concerning lifestyles surrounding unhealthy food habits. This is an advertisement for the superbowl and is made in english, which heavily implies that their target audience is most likely Americans. The ad is also most likely not catered toward healthy individuals as the product is helping people to lose weight and to choose more healthy alternatives for food options. People who are healthy won't be impacted the same way as someone who is unhealthy

E) The company shows lots of food to attract the audience at first but shows so much food in a way that may create a sense of uneasiness and of no control. The company wants to make the audience feel disgusted at the amount of food that they are consuming (and the type of food they are consuming) in order to promote their product, which is a way to live more healthy. The target group is to an unhealthy american audience with other specific parts of the audience left unclear (for example age group). The general audience is people who watch the superbowl, which is people of a wide range of age groups, cultures, etc.

