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Information Literacy

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Session 5: Critical Thinking Media Literacy Assignment

Commercial Evaluation

Commercial:

1. Who created this message?

Weight Watchers created the message. This is a U.S. corporation that focuses on informing the public and offering programs for weight loss, such as the comprehensive diet program.

2. What creative techniques are used to attract my attention?

They did a good job of using different colors and environments in a quick order to keep the target listener engaged.

3. How might different people understand this message differently than me?

Honestly, I believe that the message is cut and dry, and I don't see it being taken in different ways.

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

This should reflect every lifestyle. Eating healthy is something that every person should do. Whether you are an athlete or not, eating healthy affects how your body and brain function.

5. Why is this message being sent?

Eating in America has become recreation and fun instead of focusing on fueling our bodies. This message is being sent as a wake-up call that also happens to advertise their products well.

Work Cited

WeightWatchers New Complete Cookbook. New SmartPoints edition. ed., e-book ed., Boston, Houghton Mifflin Harcourt, 2016.

Brazier, Yvette. "Weight Watchers diet review: Does WW really work?"
MedicalNewsToday, 29 July 2022, www.medicalnewstoday.com/articles/ww-review. Accessed 24 Apr. 2023.