Hidden Messages in Advertisements

SAMPLE

1. WHAT IS BEING ADVERTISED?	*Special K Flatbread Breakfast Sandwiches*
2. WHO IS THE INTENDED AUDIENCE?	*Women*
3. WHO IS NOT THE TARGETED AUDIENCE?	*Men*
4. WHAT MESSAGES ABOUT BEAUTY ARE BEING COMMUNICATED?	*If you eat Special K flatbread you will be pretty because obesity is not beautiful.*
5. WHAT MESSAGES ABOUT INTELLIGENCE ARE BEING COMMUNICATED?	*Eating this flatbread will make you smart.*
6. HOW ARE DIFFERENT PEOPLE REPRESENTED?	*There are no men. Women are multi-racial. Most seem young*
7. WHO IS THE "GOOD" GUY?	*Those who eat Special K Flatbread*
8. WHO IS THE "BAD" GUY?	*Those who do not eat Special K Flatbread—implied*
9. WHAT HAPPENS IF YOU USE THIS PRODUCT?	*I get skinny, beautiful and smart.*
10. WHO IS NOT IN THE ADVERTISEMENT?	*Men and people over 65*
11. WHAT IS BEING SAID BY NOT HAVING THOSE PEOPLE IN THE ADVERTISEMENT?	*Men and people over 65 don't worry or don't have to worry about what they eat.*

NAME_____

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