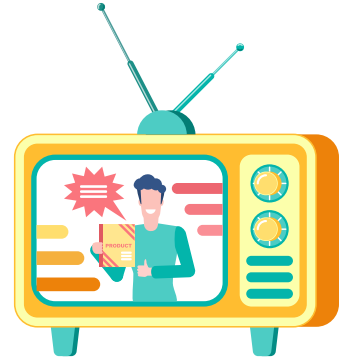




Advertising

Name: _____

Many companies create ads that are meant just for kids. Often, the products they sell are not healthy.



Directions:

- With parent permission, watch a television program for kids.
- Pay special attention to the commercials.
- Choose four commercials to evaluate, then answer the questions below. (Alternate assignment - analyze four magazine advertisements.)

Commercial #1:

What is the product being advertised?
Do you need the product?
How do they make the product look like something you should buy?
How does the commercial make you feel?

Is the product healthy? **If not, what would be a good alternative product?**

Commercial #2:

What is the product being advertised?

Do you need the product?

How do they make the product look like something you should buy?

How does the commercial make you feel?

Is the product healthy? **If not, what would be a good alternative product?**

Commercial #3:

What is the product being advertised?

Do you need the product?

How do they make the product look like something you should buy?

How does the commercial make you feel?

Is the product healthy? **If not, what would be a good alternative product?**

Commercial #4:

What is the product being advertised?

Do you need the product?

How do they make the product look like something you should buy?

How does the commercial make you feel?

Is the product healthy? **If not, what would be a good alternative product?**