

Marvelous Media Mondays – Week #6

Responding to Commercials

Here is your media challenge for this week:

- 1) Find two different commercials trying to sell a similar item. You can find these as you are watching TV or on YouTube.
- 2) Make sure that your commercials are from two different companies trying to sell the same thing. An example would include Pespi and Coke, Nike and Addidas, etc.
- 3) Decide which commercial you like the best and why. Which product would you purchase and why? How does each commercial influence your choice? **Write down some point form notes on paper, sticky notes, or a personal device that you have at home.**
- 4) Which commercial do you think would appeal the most to students your age? Why? **Write down some point form notes on paper, sticky notes, or a personal device that you have at home.**

Be prepared to share these ideas in class **tomorrow**.