

Media Assignment #1

Ad Awareness

You may work on one of the following tasks individually or with a partner from the class. Please keep in mind each one should reflect the same amount of work and analysis. Each oral/visual presentation should be no more than 5 minutes in length.

- 1) Product Testing - You are to select a product which makes claims about its effectiveness (ie. Bounty Paper Towel, Crest Whitestrips). You are to test the product and its claims. You will need to clearly explain the procedure you went through and how your results compare to the claims. It would be useful to bring in the original commercial as part of your presentation. You will then present your finding to the class in one or more of the following ways:
 - Video clips of the procedure/results/explanation
 - Digital pictures
 - Oral Presentation to the class/Could include some of the above and samples of your findings
 - Live Demonstration/explanation

- 2) Reality Commercials - Select a product and commercial and create a commercial in the same spirit as the original. The commercial you produce should include what is not shown to a consumer (ie the misleading claims, the information that is not included, flaws in logic or procedure, misuse of statistics, false representations, use of actors as professionals-scientists, doctors, etc). You can videotape your commercial or present it live to the class. It would be useful to bring the original commercial to show as part of your presentation.

- 3) "Claims" Collage - Find a variety of print advertisements (newspapers, magazines, internet) and use them to make a collage on $\frac{1}{2}$ a sheet of Bristol board. On the other half of the Bristol board you are to list all the claims that the ads make. You are then to list what you feel are the top five ads on your collage that have misleading claims. Explain why each of these 5 ads do not reflect reality. Finally you will present your collage to the class, explaining what you considered when making it and the misleading claims of the ads you examined.