

Media Manipulation Project

I.Directions: In this presentation, you will show us two or three advertisements for the same type of product. You will then explain how each advertisement attempts to manipulate and convince us to buy it. You should discuss the pictures, colors, shapes, activities, and anything else that the advertisement includes that may make someone prefer this product than one from a different company.

II.For the advertisements you show us, please explain the following:

1. **The Product:** explain what the product is and what it does for us.
2. **The Company:** introduce the company to us. Where is it from? How long has it existed for? What are some other products it makes?
3. **The Advertisement:** show us the advertisement and explain its major characteristics.
4. **The Demographic:** who is this advertisement for? Who are they trying to attract: men, women, old people, young people, certain races (white, black, asian, hispanic, indian), rich people, poor people, religious people (Christian, Jewish, Muslim, Budhhist, etc?) How can we tell it is for this group of people?
5. **The Manipulation:** What makes it attractive to us? Why is it interesting?
6. **Other Useful Information:** any other information or ideas you have that relates to manipulation in your advertisement.

III. Most Popular ideas/symbols that manipulate us:

1. Sex: romance, nakedness, tight or elegant clothing, touching, bright colors, diamonds, flowers, etc.
2. Violence: weapons, guns, blood, explosions, screaming, war, etc.
3. Money: \$\$\$, big houses, nice furniture, fine food, luxuries, diamonds, boats, gold, etc.
4. Food: logos and brands of restaurants, cooked food, people eating, etc.
5. Society: feeling cool or accepted in a certain group of people.
6. Humor: is it funny or stupid? Does it make you laugh?