

ADVERTISE- MENTS AND COMMERCIALS

Only Beautiful People Drink Diet Sludge

Motivate young people to discuss and evaluate advertisements by giving each person two or three magazines containing plenty of ads. Also give each person a list of values like the one below,

with room beside each value to keep score. Instruct the kids to match magazine ads with the values on their lists. Or your young people can evaluate prime-time TV commercials from a

videotape you make. When they see an ad or commercial that appeals to a certain value, they should make a mark beside that value. Here's a sample list:

1. Wealth, luxury, greed
2. Security (no worries)
3. Sexual or physical attractiveness
4. Intelligence
5. Conformity (join the crowd)
6. Freedom (do what you want—no responsibility)
7. Justice, human rights (concern for others)
8. Power, strength
9. Responsibility
10. Ego, pride
11. Status (being looked up to)
12. Escapism
13. Humility, self-sacrifice
14. Self-control
15. Ease, comfort
16. Other:

When everyone has finished, discuss the results by asking questions like these:

1. What kind of values do most advertisements or commercials appeal to?
2. What's really being sold in each ad? What else besides the product itself is being promoted?
14. How do advertisements and commercials affect your value system, if at all?

3. Is there anything unusual or strange in the ad? If so, why did the advertisers put it there?
4. What sells you on the product?
5. Does this ad make males or females look stupid or used? If so, how?
6. How do certain ads focus on guilt and feelings of inadequacy in us?
7. Why do many car manufacturers use sexy women to advertise their cars? Should they? Why or why not?
8. Why are most commercials aimed at a fifth-grade level?
9. Should commercials and advertisements use sports stars?
10. Are there any products that should not be advertised? If so, which ones?
11. How much of advertising is truth? How much is lies? How can you tell the difference? List the ads and the commercials that lie. List the ones that tell the truth.
12. Should advertisements and commercials contain "fine print"?
13. Have you ever used a product that didn't do what it claimed it could do? If so, what did you do about it? What things can you do when products don't live up to their ads?
15. Read Matthew 6:19-33, Romans 12:1-2, and Colossians 3:1-2. What can you do to keep your values and priorities straight?