

# CoNSuMeRiSM: PeRSuASiVe PoVeRTY

**Before your meeting** ask several group members to help you gather **examples of teen-oriented advertising**. Possibilities include print advertisements from teen magazines, video-taped television advertisements from shows popular with teens and video-taped portions of music videos.

One by one, display the examples, asking after each:

- To whom is this ad targeted? How do you know?
- How do you respond to this ad? to the models? the colors? the music? the sets? the clothes? the editing?
- What is the mood of the ad? the feel?
- The people who produced this ad want you to believe something about yourself, about life, about your needs or about your worth. What do they want you to believe? Is it true? Do you believe it?
- The people who produced this ad want you to do something. What is it? Will you do it? Why or why not?
- Many ads work at the level of association. We learn nothing about the product, but we associate the product with feeling strong, looking sexy or being cool. To what degree is this ad an ad of association?
- Overall, is this ad honest? affirming? insulting? effective? loving?