Persuasive:

Media Literacy Notes:

Target Audience: The demographic (s) focused on as the aim of the advertising.

Demographic: A specific group of people (age, race, gender, economic group, etc)

Media Literacy: Reading, Viewing, Listening, it is the ability to understand the surface message of any media, and evaluate, critique, and question the message, theme, values, morality of said message.

Critical Viewing: Media Literacy with a focus on the visual. Meaning the ability to look critically at the message, and question its theme, values, morals, purpose, etc.

Ads work in many ways, by appealing to us through: sex, humor, celebrity endorsements, fantasy lifestyle, memories, common interests, emotions, etc.

Narrative in Advertising works in 3 ways:

1. Tells us a story in the same way as a short story.
2. Provides us with a theme that affects us emotionally (separate from the events)
3. Creates an image, a story and a set of values to represent what the company stands for.