

NAME: _____ Total Points: _____

CJN 255: Extra-Credit Assignment Eleven: Which VALS type are you?

Due: April 19th. This is extra credit work and therefore late work **will not** be accepted. Any points you receive will be added to your Unit Three exam score (not to exceed 100%).

Instructions, Part I: Go to the website listed below and take the VALS quiz. Which VALS type or types are you? Do you think the VALS survey results accurately reflect your personality and your consumer behavior? Why or why not?

VALS survey: <http://www.sric-bi.com/vals/surveynew.shtml>

VALS types explained: <http://www.mediacritica.net/courses/255/overheads/vals.html>

Instructions, Part II: Find a magazine ad or television commercial for a product you have purchased or might purchase. Refer to the section in Chapter 11 about advertising appeals as well as the following website in order to answer these questions. Please attach the ad or briefly describe the commercial before you begin your analysis.

Advertising Appeals: <http://www.mediacritica.net/courses/255/overheads/advertising.html>

- What is the ad trying to sell?
- Who is the target audience? Which VALS type(s) is the ad trying to reach?
- How does the ad sell the message? What is the appeal? Note: There may be more than one appeal at work in the ad.