

CJN 400: MEDIA EFFECTS

Due: June 25

Assignment: You Are What You Watch

Instructions:

Part I

Watch one hour of television aimed at viewers under 12 years of age on a commercial television station (not PBS or cable channels without ads). Saturday morning is a good time to catch plenty of children's programming, as well as during the week in the late afternoon. Keep track of the commercials, paying particular attention to any ads for food or drinks. Take note of how the food and drink ads attempt to appeal to younger viewers.

Part II

Then, in a brief (250 words) statement, explain what type of diet is encouraged by the advertisements you saw. How do food and drink commercials make these products appealing to children? For example, what imagery is used, sounds and music, the 'story' of the commercial, celebrity endorsements, cross-promotion with films, action figures, etc.? Finally, do you think the rise in obesity among children in the United States is in any way influenced by media? Why or why not? Please indicate in your statement which show or shows you watched.

Remember:

- Write a 250 word response.
- Use a 12-point font, black ink, type-written or computer printed on 8 ½ x 11 inch paper, with 1-inch margins on all sides, and double-spaced.
- Spelling and grammar ALWAYS count, and will affect your grade. Please proof-read your journal entry carefully.