

# **MEDIA LITERACY 2016 FINAL**

## **PROJECT**

JEFF CHAVEZ

# COMMERCIAL ADVERTISING

Advertising invades almost everywhere human eyes rest. From televisions, to mobile phones, to the back of headrests in taxi cabs ads are there to pitch a sale. These ads tend to cross ethical boundaries such as:

- Depicting violence as acceptable behavior
- Sexualizing women
- Objectifying women



# SEX VIOLENCE ADVERTISING EXAMPLES









# OBJECTIFYING WOMEN EXAMPLES



**Blow in her face and she'll follow you anywhere.**

Hit her with tangy Tipalet Cherry. Or rich, grape-y Tipalet Burgundy. Or luscious Tipalet Blueberry. It's Wild! Tipalet. It's new. Different. Delicious in taste and in aroma. A puff in her direction and she'll follow you, anywhere. Oh yes... you get smoking satisfaction without inhaling smoke.

TIPALET	TIPALET	TIPALET	TIPALET
Cherry	Burgundy	Blueberry	Wild

Smokers of America, do yourself a flavor. Make your next cigarette a **Tipalet®**

The ultimate attraction.

BMW Serie 1  
116i  
118i  
120i  
116d  
118d  
120d

www.bmw.it

  
Piacere di guidare.

— **James H. Jones**







# ADVERTISING FOR SOCIAL CHANGE

The same way advertising can promote sales it can also promote change for the better with issues such as:

- Safe Driving
- Environmental Awareness
- Women's Rights
- Negative Effects of Tobacco Use



# SAFE DRIVING ADS









A photograph taken from the driver's perspective inside a car. The driver, a man, is on the left, looking at a mobile phone held to his ear. The passenger, a woman, is on the right, looking at a large map. In the rearview mirror, a young child with a backpack is seen with a shocked expression, mouth wide open. The scene is set during the day, with a blurred view of a street and trees outside the windshield.

THINK OF **BOTH SIDES**

The number of car accidents involving children increases during school holidays. Please be extremely careful!

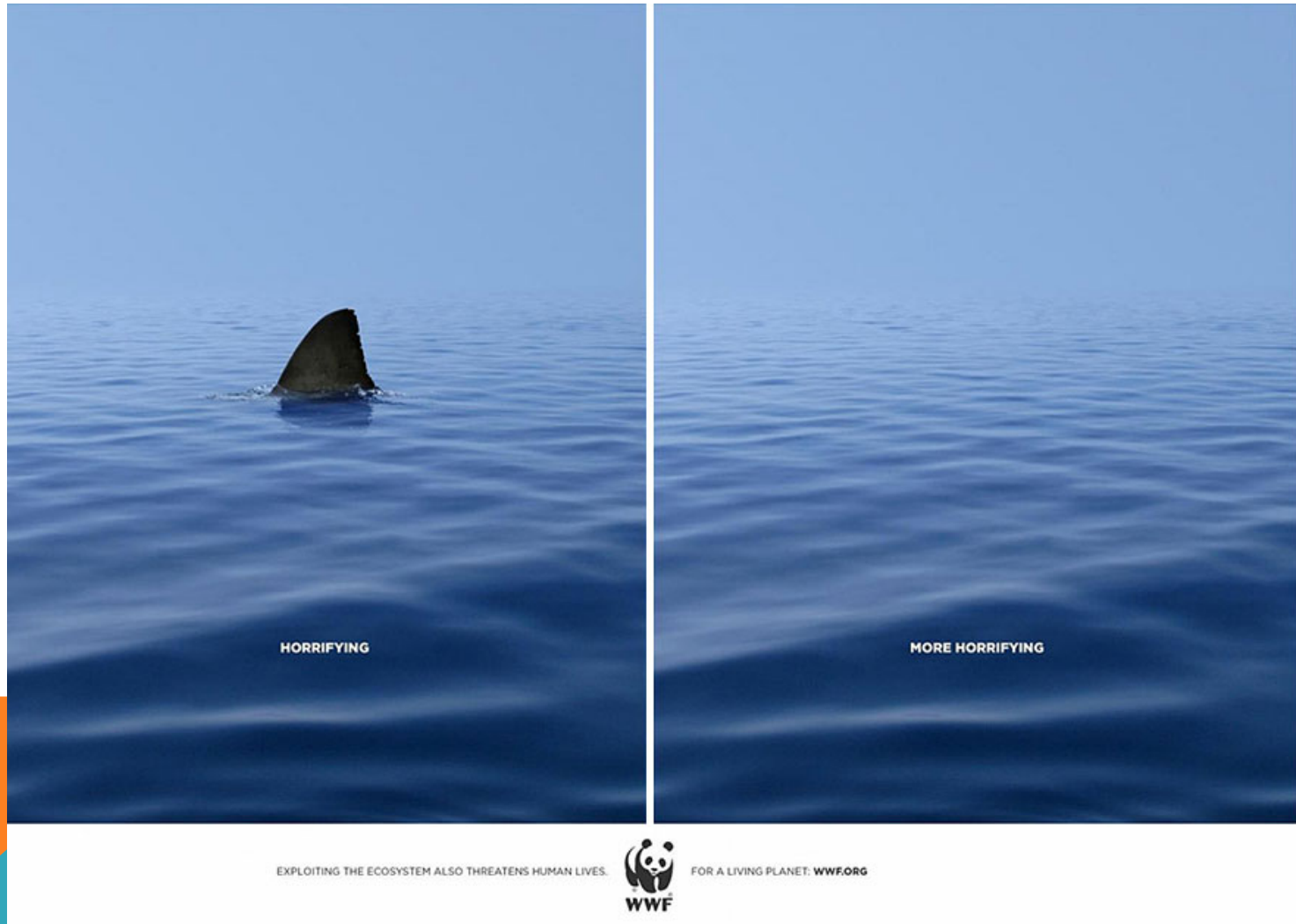
EKBURG.RU



STOP THE  
VIOLENCE.  
DON'T DRINK  
AND DRIVE.



# ENVIRONMENTAL AWARENESS ADS





**STOP THE ABUSE.**  
Report cruelty in your neighbourhood,  
call 011 435 0672 or visit [aacl.org.za](http://aacl.org.za)







AIR POLLUTION KILLS **60,000** PEOPLE A YEAR.



# WOMEN'S RIGHTS ADS





Actual Google search on 09/03/2013

women need to |



women need to be put in their place

women need to know their place

women need to be controlled

women need to be disciplined

women need to be seen as equal



[unwomen.org](http://unwomen.org)

+  
STAR  
MODELS



YOU  
ARE  
NOT A  
SKETCH  
SAY NO TO ANOREXIA.



# ANTI-TOBACCO AD

