

Food Advertisement Questions

Please answer the following questions for each advertisement.

1. How many different techniques can you spot in these advertisements? For example, do the manufacturers use animation, filming tricks, music, bright colours or celebrities?
2. How do these techniques make you *feed* about the product? DO they make you *want* to have it? Explain.
3. Why is it good for the manufacturers if their advertisements make you want to buy their product?

Video: The following video has several different fast food advertisements, watch each ad and answer the questions above

<https://www.youtube.com/watch?v=OCnwgMSg6ac>