



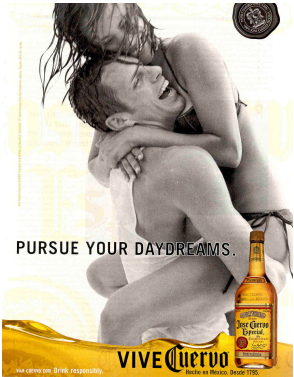

Advertising (Specific Categories)

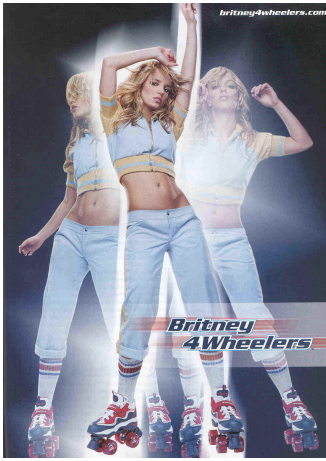
NOTE: Having students use the questions posed in the [MEDIA TRIANGLE](#) will be most helpful before addressing the issues in the categories below.

Also, teachers may first want to have students review the [“core concepts”](#) of media literacy and the corresponding [critical thinking questions](#).

This link on [understanding color in ads](#) and its meanings may also be helpful.

*Categories with an asterisk now include some ads in Spanish.

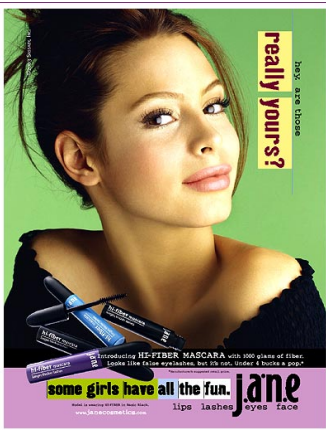
| | |
|---|--|
|  <p>Advergaming</p> |  <p>Political Ads</p> |
|  <p>Alcohol Ads*</p> |  <p>Prescription Drug Ads</p> |



Celebrities In Ads



Product Placement



Cosmetic Ads*



Sexual Messages in Ads/Media



Credit Card Ads*



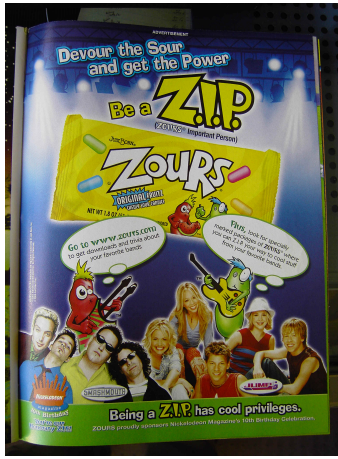
Sports & Ads



Diet (Weight loss) Ads



Tobacco Ads*



Food Ads*



Toy Ads