There's Candy Bars | Then There's PROTEIN Candy Bars

DETOUR

Using Bloom's Taxonomy as a framework, discuss the advertisement/product your group has been given:

Knowledge (list what you see, fact-based)

Comprehension (compare images/messages seen within the ad/product)

Application (classify)

Analysis (identify message)

Synthesis (predict effect of message)

Evaluation (assess the best way to be aware of the potential effects this may have on you/others)

Further Questions:
Who is being targeted? Which (if any) of the five uses of media is being used?

What sort of effect (i.e. enforcing gender roles)   does this ad/product have?

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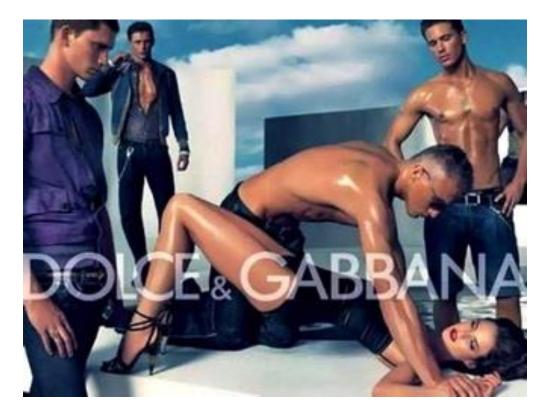
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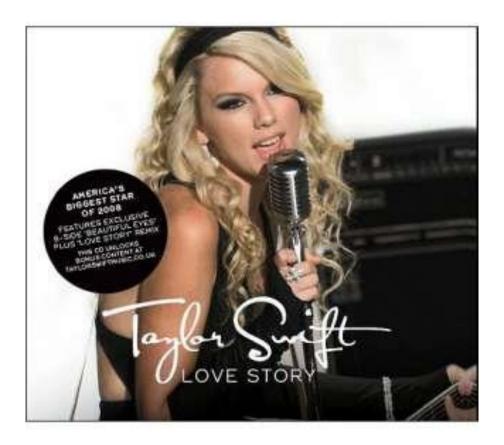
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