

Name _____

Date _____

Diverse Media: Advertisement

Media refers to different platforms that communicate information to audiences, including newspapers, magazines, television, radio, social media, and websites. Each medium has unique characteristics that affect how messages are delivered and received. Critical media literacy involves analyzing sources for bias, purpose, target audience, and persuasive techniques. Understanding media helps readers recognize how information presentation influences interpretation.

Read the following advertisement and news article excerpt about the same product, then answer the questions.

Super Boost Energy Drink

Are you tired of feeling exhausted by lunchtime?

SuperBoost Energy Drink is the solution you've been waiting for! Packed with vitamins, natural caffeine, and our special energy-enhancing formula, SuperBoost gives you the energy you need to conquer your day!

Scientific studies show that SuperBoost users experience up to 5 HOURS of increased alertness and energy! Our unique blend of B vitamins and natural guarana extract provides clean energy without the crash of other energy drinks.

Athletes and students alike trust SuperBoost to help them perform at their peak. "I couldn't have aced my finals without SuperBoost," says college student Jessica R.

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"It keeps me focused when I need it most!"

SuperBoost comes in four delicious flavors and contains NO artificial colors or high fructose corn syrup. Why settle for ordinary energy drinks when you can SUPERBOOST your day? Available at grocery stores nationwide. SuperBoost Energy Drink: POWER UP YOUR POTENTIAL!

Warning: Not recommended for children under 12, pregnant women, or persons sensitive to caffeine.

Energy Drinks Under Scrutiny

Health officials are raising concerns about popular energy drinks like SuperBoost as emergency room visits related to these beverages rose 12% last year among teenagers.

While SuperBoost's packaging highlights its vitamin content and natural ingredients, medical experts point out that a single 16-ounce can contains 240mg of caffeine—equivalent to approximately three cups of coffee—along with 62 grams of sugar.

"These drinks are marketed as performance enhancers, but the high caffeine and sugar content can cause problems, especially for young people," says Dr. Maria Chen, pediatrician at Westside Medical Center. "We're seeing increased heart rate, anxiety, sleep disruption, and in some cases, more serious issues."

A recent university study found that 68% of teenage consumers underestimated the caffeine content in energy drinks like SuperBoost, with many unaware of potential side

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effects. Industry representatives maintain that their products are clearly labeled with recommended consumption guidelines.

1. How do the two texts present different perspectives on SuperBoost? Identify specific details.

2. What persuasive techniques does the advertisement use to appeal to consumers?

3. How might a reader's understanding of SuperBoost change after reading both texts?

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Diverse Media: Advertisement – Answer Key

1. How do the two texts present different perspectives on SuperBoost? Identify specific details.

The ad presents SuperBoost as healthy and effective, highlighting "vitamins" and "natural caffeine." The article reveals concerns about high caffeine (240mg) and sugar (62g), while mentioning increased ER visits related to energy drinks.

2. What persuasive techniques does the advertisement use to appeal to consumers?

The ad uses testimonials ("Jessica R."), scientific claims ("studies show"), emotional appeal (feeling exhausted), capital letters for emphasis ("POWER UP"), and appeals to health consciousness ("NO artificial colors").

3. How might a reader's understanding of SuperBoost change after reading both texts?

A reader might realize SuperBoost has potential health risks not mentioned in the advertisement and that its caffeine content equals three cups of coffee. They might question the ad's safety claims and think more critically about energy drinks.