


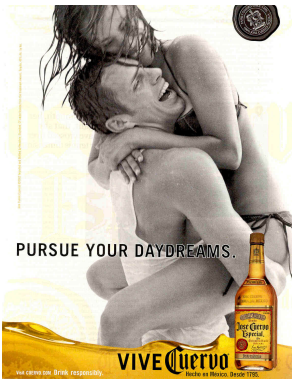

# Advertising (Specific Categories)

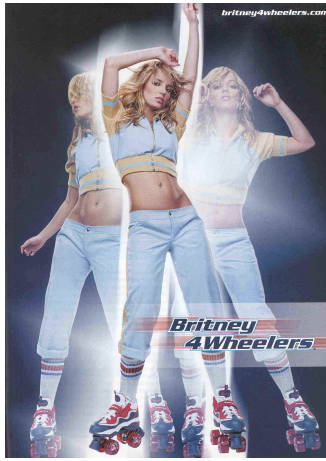
NOTE: Having students use the questions posed in the [MEDIA TRIANGLE](#) will be most helpful before addressing the issues in the categories below.

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.

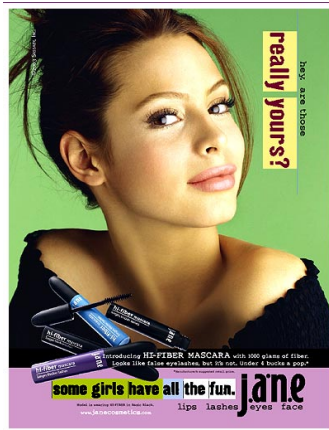
 <p><a href="#">Advergaming</a></p>	 <p><a href="#">Political Ads</a></p>
 <p><a href="#">Alcohol Ads*</a></p>	 <p><a href="#">Prescription Drug Ads</a></p>



Celebrities In Ads



Product Placement



Cosmetic Ads\*



Sexual Messages in Ads/Media



Credit Card Ads\*



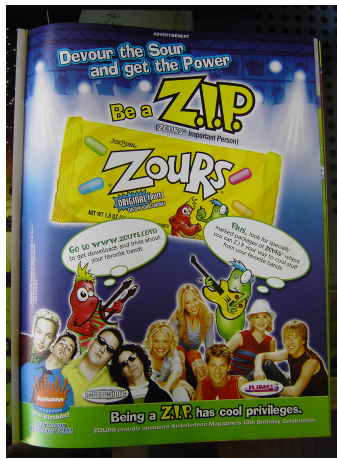
Sports & Ads



Diet (Weight loss) Ads



Tobacco Ads\*



Food Ads\*



Toy Ads