

Discussion Questions:

1. Companies spend thousands of dollars a year putting advertisements in magazines, on television, in theaters, on buses, on websites, and basically everywhere.

Do you feel that advertisements work?

Have you ever bought something or started some new hobby because of an advertisement?

Do you believe that you make your decisions about what to buy, wear, eat, and use based on what advertisements you have seen?

2. Most advertisements cost a lot of money. Companies are willing to spend money in this way because most companies believe that advertisements also help them make a lot more money. This is because advertisements are supposed to convince people to **do** something... usually, to **buy** something.

However, not all advertisements need to be about convincing people to buy things. In most media-cultures, you can find PSAs, Public Service Announcements made governments to convince people to do other things, such as to work hard, go to University, or stop smoking.

If you were going to create a PSA, what would it be? Who would your “target demographic” be? Where would you put your advertisements – on the internet, on TV, on billboards or in subways, in magazines, or elsewhere?
