

truth in advertising?

Flip through your favorite magazine until you find an advertisement that catches your eye.

What is it selling? _____

What message is the ad trying to convey? _____

Is the message accurate? _____

Are you buying into it? _____

What types of bodies are represented? _____

Is there diversity? _____

How does it make you feel about yourself? _____

keeping track

For one day: Keep track of the different types of advertisements you see. Make a checkmark every time you see an ad in a magazine, on TV, or on the computer.

A grid of 30 empty rectangular boxes, arranged in 10 rows and 3 columns, intended for tracking advertisements. Each box is outlined in pink and is currently empty.

Add the checkmarks together. What does this tell you about the number of advertising messages you are receiving each day?

total messages received