Name _____

Gathering Data
TV commercial marketing to children (ages 5-teen)

Use this guide for your research. You will collate your data with your groups' and draw conclusions.

Directions:

1. Watch one hour of television geared toward children: cartoons, kids show. Saturday morning and after school are good times to find children's programming, but some cable channels will have children's programming on all day.
2. Do not watch a commercial free channel.
3. Keep track of all the commercials in the table below.
4. Be careful not to get wrapped up in the show so you forget your task.

Show(s) watched: _____
Network: _____ Day: _____ Time: from _____ to _____

#	What is being advertised? Be specific. Don't write food, write Fruit Loops cereal.	Target age; use your best guess.	Techniques used. See your techniques sheet for this.	Repeated? Use | marks

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Initial analysis:

How many commercials were selling toys? _____ Food? _____ Other? _____ (name it _____)

Was the food being advertised healthy? Explain.

What kinds of techniques were most prevalent? What conclusion can you draw from this?