

# Development and Peace

## *Adbusting*

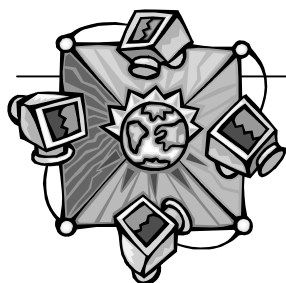


CANADIAN CATHOLIC ORGANIZATION FOR  
**Development  
and Peace**



ACGC   
Alberta Council for Global Cooperation





# Adbusting

**Goal:** This is a media deconstruction exercise. The goal is to identify the messages, values and methods used to increase or maintain sales.

**Materials:** Paper, pens, scissors, paste, and magazines with lots of ads (or taped biotechnology television ads – available from your animator **\*\*NEW\*\***).

## How it's done:

*In your home groups choose a number of advertisements from the magazines/commercials provided. Answer the following questions*

- Who is the target audience?
- What methods do the advertisers use to elicit these feelings in you?
- Discuss the use of colour, imagery and characters.
- Discuss the implied messages in the ads
- Discuss the values imparted by the advertisement.

Next, change the advertisement to reflect a different message. It could be a totally new ad, a modified ad with a new message, or a spoof of the original message. You could cut and paste other photos, text or images to create your new ad.

Present the original advertisement to the larger group. Describe the messages “hidden” in the ad. Then introduce your new ad as an ad buster.



See also: [www.adbusters.org/](http://www.adbusters.org/)