

Assignment: 19. Project: Advertising, Children, and Teens

Watch a television program that's geared toward teens. Below are links to websites that you can use:

- [The Disney Channel](#)

- [Nickelodeon](#)

What show did you watch?

Give a brief summary of the show:

Answer the following questions:

1. What commercials did you see in this television show?

2. In your opinion, what strategies did advertisers use to market products to teens in each of these commercials?

3. What products were placed into the program itself?

4. In your opinion, what strategies did advertisers use to market products to teens in the program?

5. In your opinion, did this program and its commercials market products to teens in ways that were ethical? Why or why not?