**Fast Food Commercials Assignment: Can this really be homework?**

Watch two hours of television (preferably one station). Using the chart below tally the number of food commercials paying close attention to the target audience (gender, age, ethnicity, income, etc) and the message each commercial is sending.

Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_Block:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_The Chanel I watched was: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Start Time: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ End Time:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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| **Company/Product** | **Target Age** | **Target Gender** | **Target Ethnicity and/or Income Level** | **Underlying message** | **Tally Number of times shown in 2 hours** |
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