**Interpretation: military ads**

**Comforting – the ad**

The picture on the ad shows a woman in an army outfit – the ad discusses ….how those who join up are trained properly for example as “maintenance mechanics”; I know the military is there to protect our country.

**Comforting – to me**

My friend Linda joined the Air Force two years ago and she is stationed in Dubai, her stories back home indicate she loves what she is doing. She feels her job as a maintenance mechanic on fighter jets is important to our national security.

**Recognizable – the ad**

Most of the ads I see give information about helping with college tuition, and specialized training that will help me get a job when I get out of the service. People that are part of the military have a good education and are well respected by others.

**Recognizable – to me**

I watched the American Civil War movie Glory with Matthew Broderick in the lead role as Colonel Robert Gould Shaw. Shaw was an educated man that led his all black unit, the 54th Massachusetts Volunteer, into war. He and his troops had a mutual respect.

**Challenging – the ad**

What the ads don’t tell you is that in many jobs you are trained to use deadly force. You might have to kill someone. For example with the air force you could be dropping bombs on people. In the army or marines you might have to shoot someone during a combat mission.

**Challenging – to me**

For example, right now air force pilots are running bombing missions in support of the Iraqi army in their effort to retake the city of Mosul. Those bombing missions are killing Isis terrorists. I also read accounts in the New York Times of some bombs unfortunately killing civilians.

**Unstable – the ad**

What the ads don’t tell you but I researched this on the Marines web site is that you will complete endurance hikes of up to 12 miles

in full combat gear, obstacle courses such as the elevated "Tarzan" course and combat conditioning.

**Unstable – to me**

The 12 mile hikes would be difficult to complete, and I fear that I would be unable to complete since I fractured my leg two years ago on an obstacle course in high school. The “Tarzan” course sounds like you would be up in high places. I don’t do well with heights.

**Second example…**

**Interpretation: Pepsi**

**Comforting** –

**For example,** I know the taste and smell, like the sweetness and caffeine, the image on the machine, what Pepsi can do to give me a jolt of energy.

…I’m grading papers late at night and if I reach for a Pepsi I know that I will get a temporary kick to get me over the hump.

**Recognizable**

…see the machines as ads in the hallways, such as those on each floor of Madison and the one in Lincoln Hall. I see the familiar swirl of the logo with the word Pepsi.

…when I went out to eat at Charlie Brown’s for dinner on Wednesday night Pepsi was on the menu.

**Challenging**

What Pepsi will not tell you is that according to a report from the U.S. Department of Health and Human Services in April 2016 the caffeine, sugar and calories bring up your energy level but also lead to a crash or too much energy at the wrong time.

…grading the papers late at night, I had a full can of Pepsi and long after going to bed I wasstill wired, could not sleep and I know I have to somehow work off those 150 calories.

**Unstable (unhealthy)**

…150 calories in a can, 41 grams of sugar, 41 carbs, zero protein, and caramel color are ingredients.

…caramel coloring used in Pepsi contains a worrisome level of a carcinogen, high-fructose corn syrup linked to obesity and other adverse health concerns, and it is addictive.

**…AND A FIFTH EXAMPLE JUST FOR DEMONSTRATION..**

**Helpful**

…on the Pepsi web site, “Food for Good” was created in 2009 by PepsiCo employees who were inspired by the PepsiCo’s Business Goals: Performance with Purpose. The mission of Food for Good is to “make nutritious foods more accessible in inner city communities.”

I volunteered to help with Berlin Boro’s community day clean up in July 2018. I worked with about 20 other volunteers to pick and litter on the nature trails and playgrounds and paint picnic benches in Berlin Park. This action is consistent with being helpful.

**Evaluation Question:**

**Should CCC students be free of advertisements? Why or why not?**

Make an informed judgment – move beyond your own frame of reference – a summary that recognizes strengths and weaknesses of your effort with interpretation.