

Chaochao Lin

Professor Lange

COMD3504 Communication Design Theory OL69

March 27th, 2022

Identify and document 3-4 advertisements

STAY WELL - A HEALTHIER YOU

Quali-C[®]

Quali-C vitamin C is manufactured in Scotland instead of China

- ✓ Liposomal Vitamin C with Zinc for Maximum Protection
- ✓ Highly Absorbed Liquid
- ✓ Great Tasting. Easy to Swallow
- ✓ Non GMO Sunflower Lecithin
- ✓ Vitamin C - Not from China
- ✓ "30 days of Love" Guarantee

ZenRenu LIPOSOMAL VITAMIN C + ZINC 1200 mg Rapid Assimilation* 5oz / 150 mL Dietary Supplement

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1. This ad isn't really the one I've seen recently. This is actually a product image from Amazon. I first saw this picture on August 31st, 2021 from a friend who was looking for vitamin C supplements on Amazon. He sent me this picture to express his anger. The product information clearly states that the product is not from China. This is a very obvious act of discrimination and boycott of Chinese products. That's not the message of a good ad either. He can just write that the product is from Scotland, but when he adds the message that this product is not from China it becomes something else (boycott Chinese products). In fact, when I was looking for this, I was not sure if it had been seven months

since he changed the product information, but when I clicked on this link, his picture still said Not from China and instead of China. [Link](#)



2. Here's a video about the latest #TattoDoOver campaign launched by Duolingo. Get people to post their tattoos and find out what tattoos really mean. This is just a screenshot of the video, the beginning of the video contains hello greetings in English, French and Chinese. There are many language tattoos of different countries appearing inside. But the tattooed people don't know the meaning, and even some words have some insulting meanings. I think this is a good promotion for everyone to realize the importance of getting a tattoo to understand the true meaning of the text. Otherwise, it would be really funny to see a foreign strong man tattooed with "痛风(gout)" on the street. Because other words with the word "风wind" in Chinese are very cool and domineering, but “痛风gout” is funny. [Link](#)



3. This is the cover image of the magazine Tanger outlets sent me. The article clearly states that there is a 15% off discount. The images used for this cover are very inclusive. He includes people of different sizes, races, genders, and ages.