

*Jessica Liu*

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# Exposure

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Encounters with media during one day





There are chalk drawings all over the campus that I usually ignore. Today I paid attention to them and found some to be very interesting. These paintings use different languages and sometimes draw pizzas, just to draw attention.

I went to Giant Eagle in the evening. Because I was paying extra attention to media around me, I saw things that I normally don't notice, like this promotion on Giant Eagle's plastic bag.

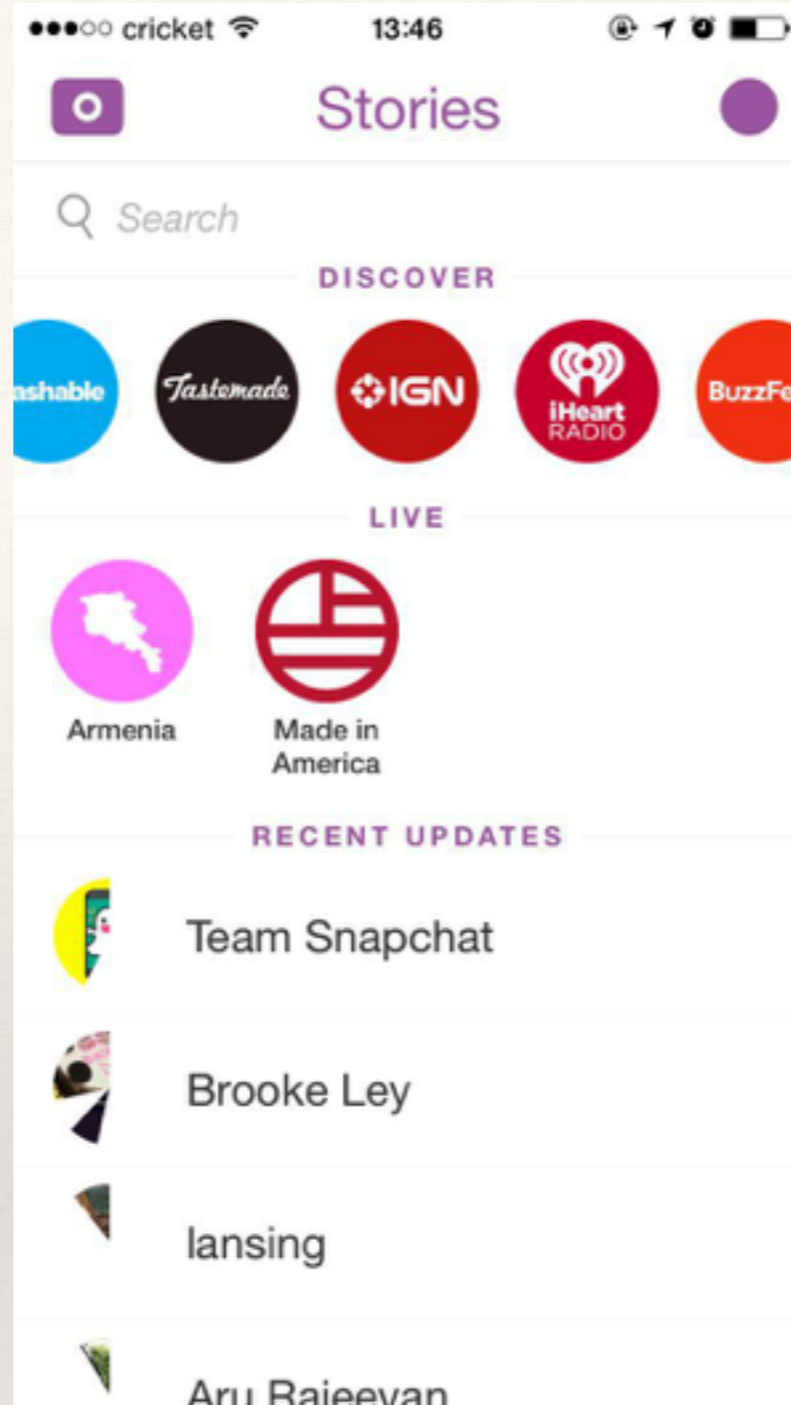
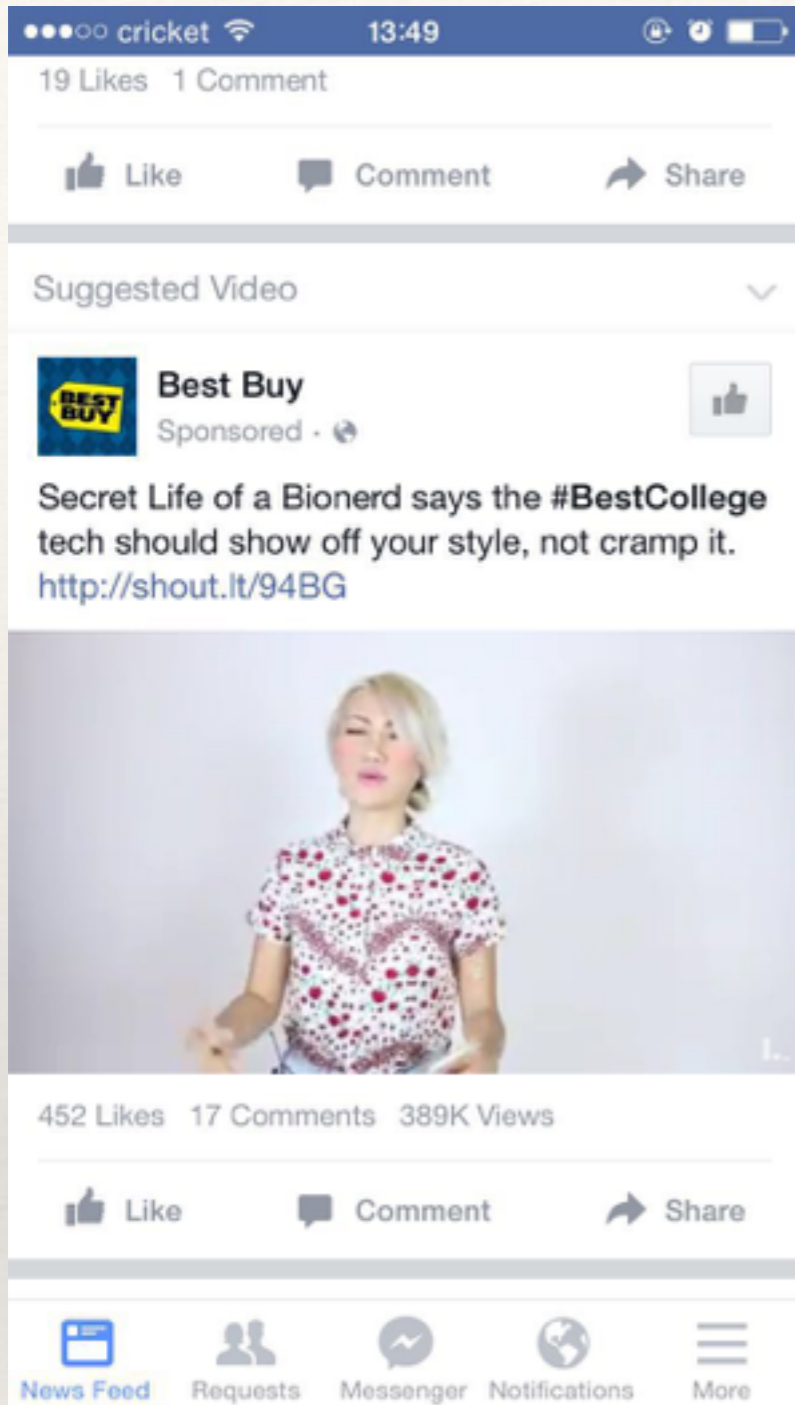




When I was eating gummy bears while doing homework that night, I saw a tiny Facebook link on the back of the bag.

The link leads HARIBO's Facebook front page where I got a lot of surprising information, such as it was founded more than 80 years ago. I was also surprised to that there are more than 1 million people who had follow this page.





Before going to bed I quickly browsed through social media. It is hard to not pay attention to these annoying embedded video ads.

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# Reflection

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- ❖ By forcing myself to see media around me in one day, I became aware of how diverse they are. Media approaches us in so many ways. It is in many forms. However, because of the abundance of media, people turn to notice less of them comparing to the past when people have only books and maybe newspaper to gain information. Therefore advertisers have racked their brains to make people noticed their advertisements. Once you see them, you begin to admire how delicate the ideas behind them are. Like when I saw the antifascist chalk drawing, I was astonished by the idea of using different languages(even including Japanese). Whoever drew that must had thought of the diversity of students on campus. In general I learned a lot from this day of media exposure. I feel like I've overseen a lot in the past and looking forward to learn more about media.