**Counter ads**

What can be done to stop this unrealistic portrayal of beauty in the media? How can the message be changed to encourage women to feel more confident about their bodies? One idea may be to fight fire with fire and propaganda with propaganda. 'Counter ads' are a kind of genre of advertisements that are unique in one sense. They encourage their audience to look critically at ads. They can do this several ways. Here is a list of counter-advertising techniques. After studying the definition of each, state which techniques are used in each counter ad below. More than one technique may be used in each ad.

* **Anti-ad :**

An ad that draws your attention to the evils of and conventions of the advertising industry

* **Parody :**

A text that imitates and makes fun of another, existing text

It looks like the original with a few important and humorous alterations.

* **Shock advertising :**

Ads that break taboos and scream for attention

* **Philanthropic advertising :**

Ads that claim to have a higher social purpose. They are not out to sell a product but an idea that is good for mankind.

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| **Counter ads** | **Techniques used in counter ads** |
| Evolution - Dove |  |
| Real beauty comes in all shapes and sizes - Dove |  |
| ChicKen - Adbusters.org |  |
| Escape - Adbusters.org |  |
| Meet Jes - American Able |  |
| Obsession - Adbusters.org |  |
| No Anorexia - No-L-Ita |  |