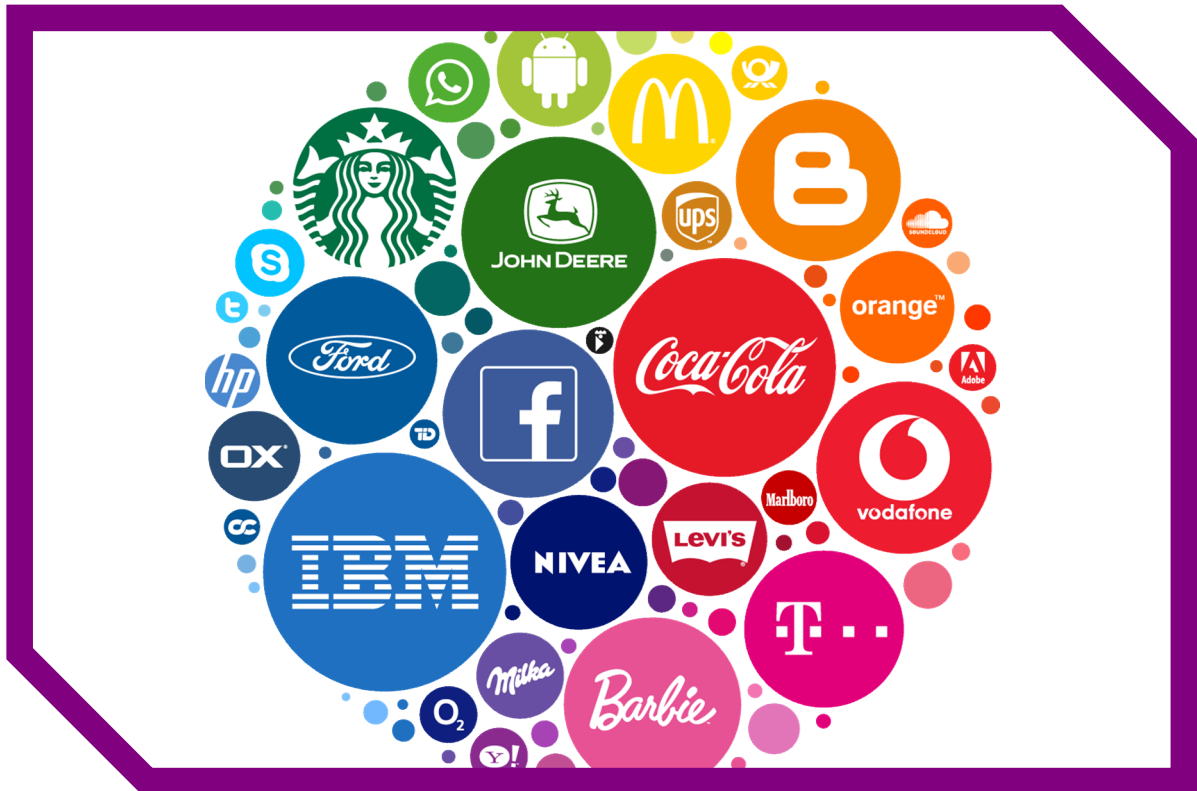


DYP 21st Century Skills

MEDIA LITERACY

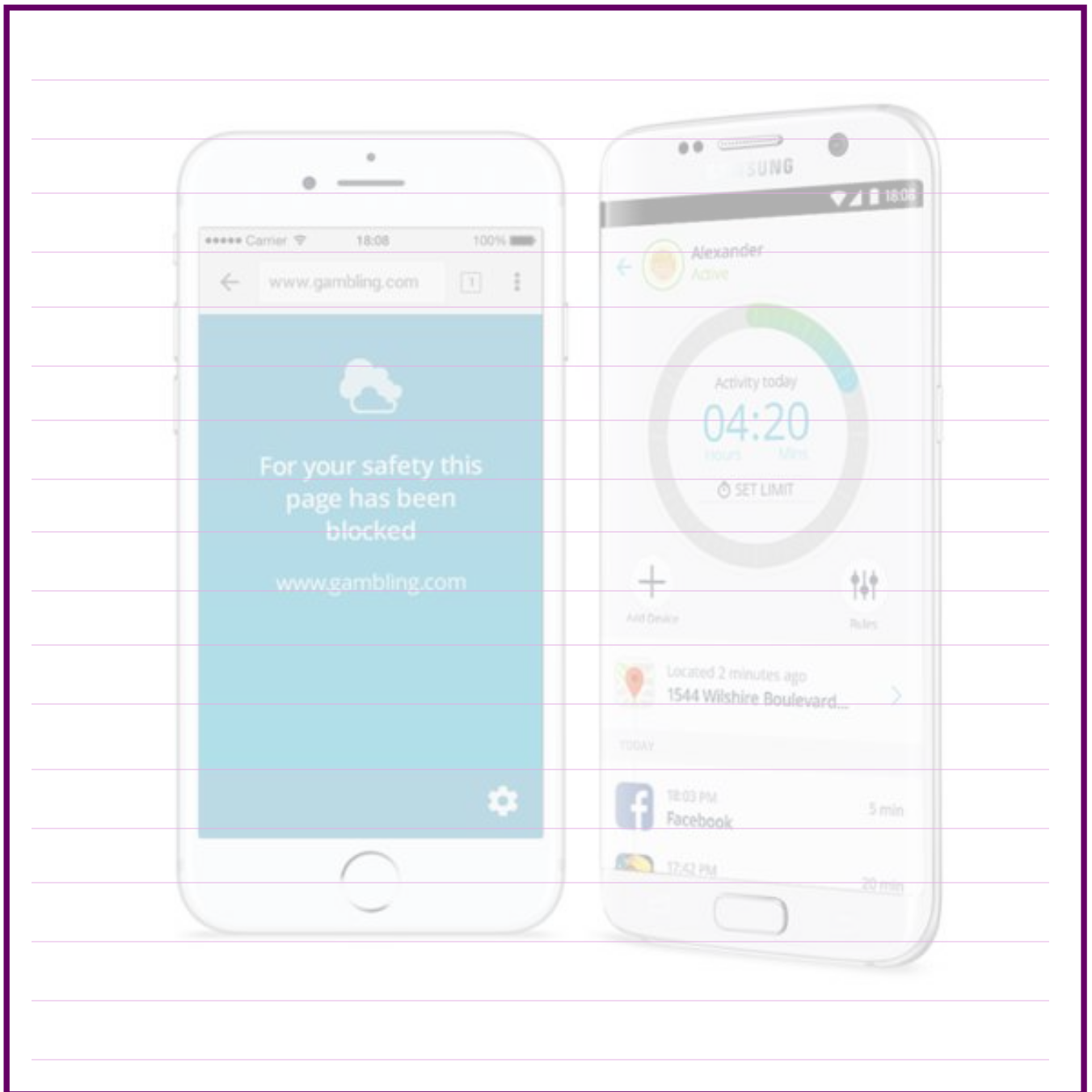


Grade 9-12

2022/23

Should parents monitor children's mobile phones and social media?

Explain why.



You have been given 1 million Omani rials to start your own TV channel.

What will it be about? Why are you starting the channel? And what message - or messages - do you want to send to your viewers?



My Product, My Pitch!

Think about something you use (product or service) every week. You have been asked to create an ad (commercial) to sell this product or service.

1. You are to give this product a new name.

2. Who might buy this product or service?

3. How much will you charge for this product or service? Explain why.

4. Where will you advertise your product or service? Why?

5. What 'gimmicks' or strategies (coupons, discounts, attention getters, etc.) will you use? Why?

6. Create a slogan or some catchy phrases about your product that will entice the user to buy/use it.
