

abq

DYP
Discovering You Program

DYP 21st Century Skills LEARNING & DEVELOPMENT VIDEO SERIES

Part 6 – Media Literacy

Grades 6-8





Media Literacy

الثقافة الإعلامية



Your MEDIA LITERACY task for this week is to :



You will apply your **Critical Thinking Skills** to answer questions about **PERSUASIVE ADVERTISING!**

Apply your new Media Literacy Skills and show us what you wrote!

Thinking Critically About the Media through Persuasive Advertising!

Choose any of the following adverts below and answer the following questions for each one.

Complete as many as you like!

A



1. Does this ad convince you to want to try its goods and services? Why or why not?
2. What is the message Burger King wants to communicate in this ad?
3. Does this advertiser try to trick you into buying their food? Why or why not?
4. Who is the advertiser targeting (age, girls, boys, adults) and how do you know?
5. What are the first two things that catch your eye? Why?
6. What is the ad for these foods and drink not telling you? What is missing from this ad?

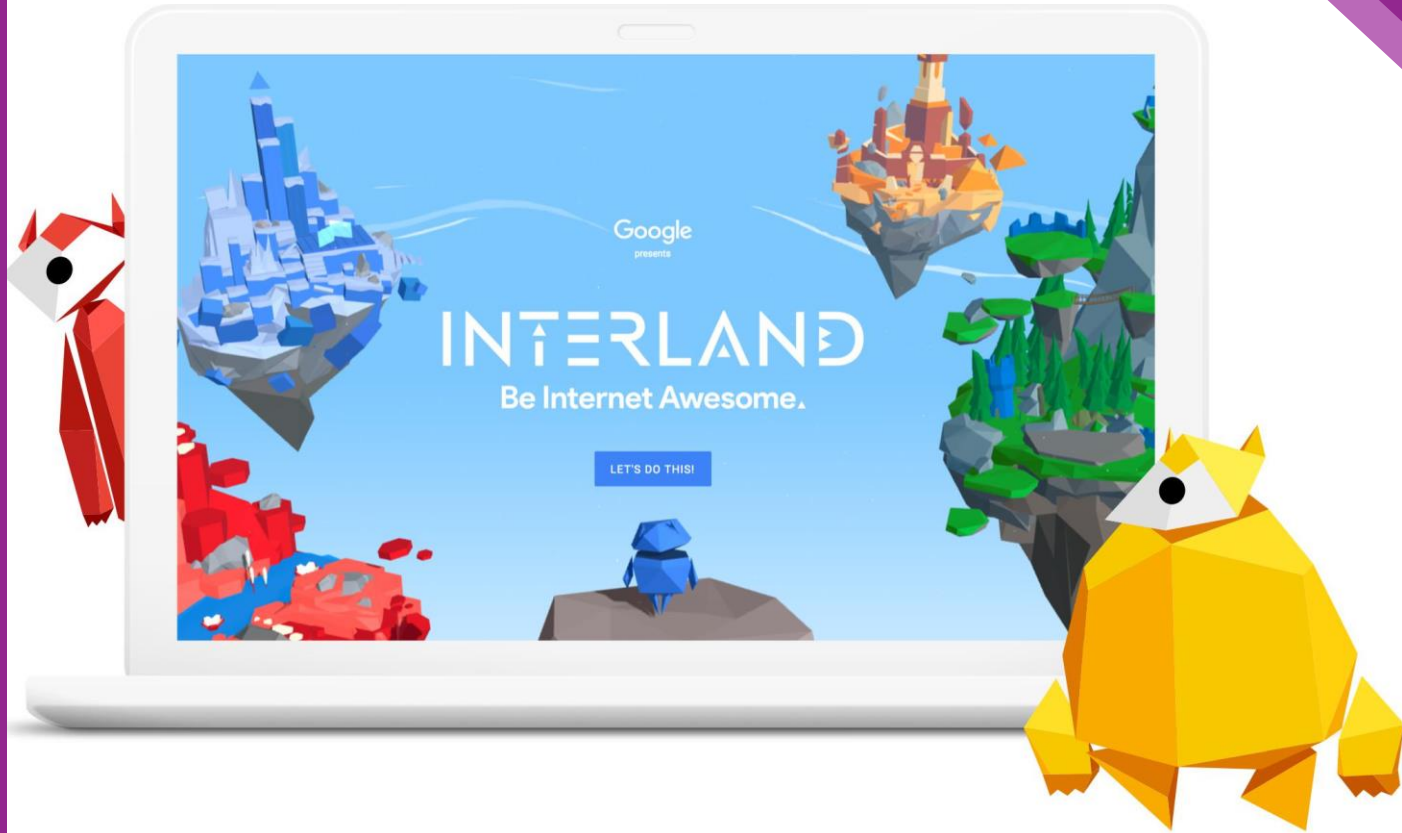
B



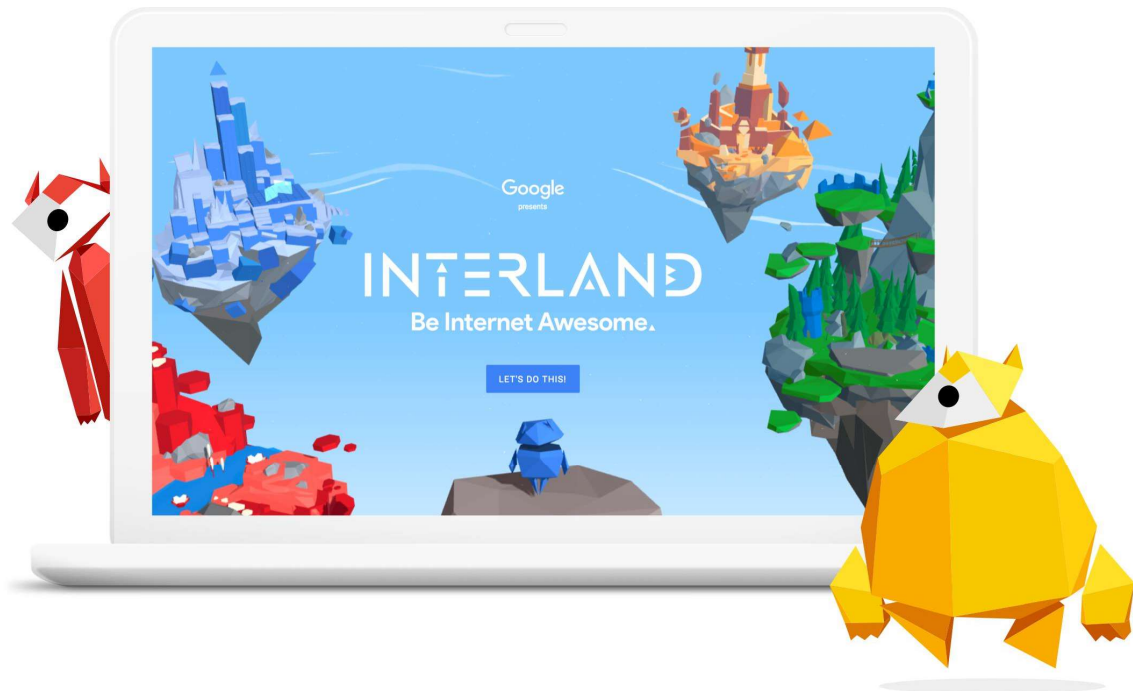
1. Does this ad convince you to want to try its goods and services? Why or why not?
2. What is the message Chili's wants to communicate in this ad?
3. Does this advertiser try to trick you into buying their food? Why or why not?
4. Who is the advertiser targeting (age, girls, boys, adults) and how do you know?
5. What are the first two things that catch your eye? Why?
6. What is the ad for this food not telling you? What is missing from this ad?



1. Does this ad convince you to want to try its goods and services? Why or why not?
2. What is the message Snickers wants to communicate in this ad?
3. Does this advertiser try to trick you into buying their food? Why or why not?
4. Who is the advertiser targeting (age, girls, boys, adults) and how do you know?
5. What are the first two things that catch your eye? Why?
6. What is the ad for this food not telling you? What is missing from this ad?



To make the most of the Internet, you need to be prepared to make smart decisions. ***Be Internet Awesome*** teaches you the fundamentals of digital citizenship and safety so you can explore the online world with confidence.



Click on the following link to enter the amazing world of Interland!

[INTERLAND](#)

Email your creation online by next Thursday at ...



Sohar students

: dyp.21cs@abqsohar.edu.om

Azzan Bin Qais students

: dyp.21cs@abqazzan.edu.om

Seeb students

: dyp.21cs@abqseeb.edu.om


abq


مدرسة **عزان بن قيس** العالمية
Azzan Bin Qais International School


مدرسة **السيب** العالمية
Seeb International School


مدرسة **صهار** العالمية
Sohar International School

Next week's video ...



Technology Literacy محو الأمية التكنولوجية