

abq

DYP  
Discovering You Program

# DYP 21<sup>st</sup> Century Skills LEARNING & DEVELOPMENT VIDEO SERIES

## Part 6 – Media Literacy

Grades 3-5





# Media Literacy

## الثقافة الإعلامية

ABC  
DIY



Your MEDIA LITERACY task for this week is to :



Design and create your own  
**BREAKFAST CERAL BOX!**

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

# MEDIA LITERACY ADVERTISING

## Vocabulary

1. **Artwork** Photo or drawing
2. **Body copy** Words that are in smaller letter that give more information about what is being advertised
3. **Slogan** A short phrase that is easy to remember and represents the company e.g. "Just do it" (Nike)
4. **Logo** A little drawing that represents the company
5. **Headline** A word or short sentence that gives the main idea of the advert

## Exercise One

Look at the advertisement below and label the diagram using the vocabulary above.

Diagram labels (from top to bottom):

- Box 1: Points to the Golden Arches logo.
- Box 2: Points to the slogan "i'm lovin' it".
- Box 3: Points to the headline "THE ANGUS THIRD POUNDER...GET YOURS TODAY!".
- Box 4: Points to the main image of the Angus Third Pounder burgers.
- Box 5: Points to the "FREE PREMIUM CHICKEN SANDWICH" promotion.

Advertisement text:

**THE ANGUS THIRD POUNDER...GET YOURS TODAY!**

**NEW 100% ANGUS 1/3-POUNDER**

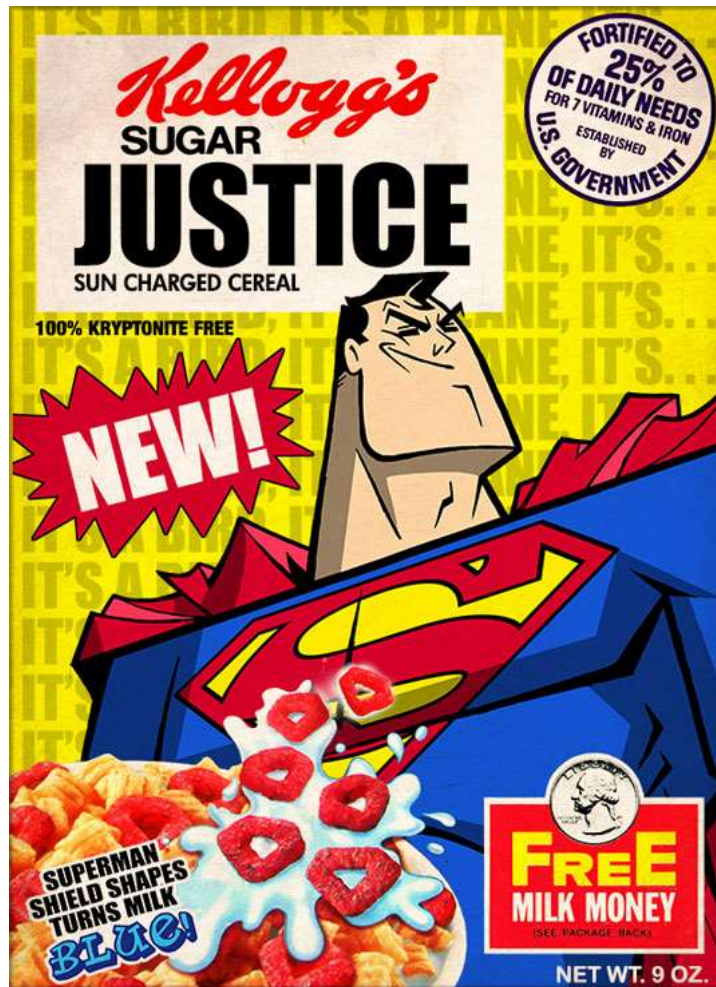
**FREE PREMIUM CHICKEN SANDWICH WITH PURCHASE OF SAME \*Grilled or crispy**

**GET A FREE BIG MAC® WHEN YOU VISIT LIMCDONALDS.COM AND REGISTER!**



## Design your own Cereal Box!

Using what you learned in Exercise One, look at the following cereal box examples to create your own Cereal Box Design on the next page.



## CEREAL BOX DESIGN!

(Name)





# ANALYSE AN ADVERTISEMENT!



**HELP KID'S TEETH  
GROW UP  
STRONG**

The enamel on kids teeth is 50% thinner than adult teeth, so it needs special care

Abq milk teeth  
Abq little teeth  
Abq Big Teeth

Sugar Acid Protection is provided by fluoride with twice daily brushing. Available in Little & Big Teeth 50ml. For any product safety issues, please contact GSK on +27 11 745 6001 or 080 011 8273.

DISCOVER OUR RANGE OF KIDS TOOTHPASTES & TOOTHBRUSHES SPECIALLY DESIGNED BY DENTAL EXPERTS



# Analyse Advertising Effectiveness



Companies put a lot of effort into the design of their packaging and labels.

For this activity, take a close look at the label that could be in a newspaper, magazine, billboard or other types of media.

Think critically about it and answer the questions below.

1. What is the purpose of this ad?

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2. Who is this ad directed at? Why do you think so?

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3. How does this ad keep your attention?

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4. In your opinion, is it effective? Why or why not?

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Email your creation online by next Thursday at ...



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Seeb International School

  
مدرسة **صهار** العالمية  
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Next week's video ...



# Technology Literacy

## محو الأمية التكنولوجية