

Mentee:

Grade: Date:

MEDIA LITERACY ACIVITY:

Ads are everywhere (internet, billboards, cell phones, radio, etc.) Think of one of your favourite products (anything). Find an ad promoting this product (search online) and answer the following questions:

1. What product did you select?
2. Look at the advertisement for this product Who do you think the target audience is (who was the ad designed for)?
3. Do you think the ad is effective? Will it encourage you or others to buy the product?
4. Include/attach a photo of the advert.

