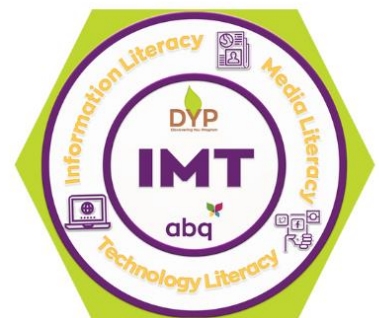




Media Literacy



Grade 12



Mentee:

Grade: Date:

MEDIA LITERACY ACTIVITY:

Choose 2 or 3 advertisements promoting specific products or services from different types of media (e.g., websites, billboards, magazines, newspapers, radio or TV). Determine the target audience for each ad, identify the gimmicks or hooks used to attract buyers, and point out any important information that is missing, which the viewer would need to make an informed decision.

