

## MEDIA SURVEY: MEDIA IN MY WEEK

Name: \_\_\_\_\_

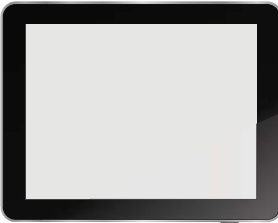
Think about all the media forms that you **see**, **read**, **watch** or **listen** to in one week.

Record your examples by putting a check mark (✓) in a box to show a time you saw, watched, read, or listened to that media form.

**For example:** If you watched a movie on Tuesday, check one box for that day.

Media Form	Mon.	Tues.	Wed.	Thur.	Fri.	Sat.	Sun.
Book							
Bulletin board							
Commercial							
Computer game							
E-Book or E-Reader							
Email							
Flyer							
Graffiti							
Magazine							
Movie							
Music (CD)							
Menus							
Television							
Text message							
Videogame							
Website							





# MEDIA FORMS

Name: \_\_\_\_\_

We have discussed and listed many forms of media.

Think about all the forms of media in your environment.

Record the examples of media that you listen to, see, or watch by writing the name of the media in the box under each heading.

Work on this activity throughout this unit. Try to write as many examples as you can.

Print Media	Art/ Picture Media	Sound Media	Combination Media: print, pictures, sound	Digital Media
1.				
2.				
3.				
4.				
5.				
6.				
7.				
8.				
9.				
10.				
11.				
12.				
13.				
14.				
15.				





## MEDIA TRICKS

Name: \_\_\_\_\_

People who make media try to persuade you to want and to buy what they are selling.

Here are some tricks that we see in media ads.

Read the definitions and their examples.

Think about ads on television, the internet, magazines, and newspapers.

Add one example for each media trick.

Media Trick	Example	Your Example
<b>Bandwagon:</b> Everyone else likes this idea or buys this item. You should want it too.	Everyone eats this cereal. You should eat it too.	
<b>Fear:</b> If we don't buy this item or believe this idea something bad will happen to us.	If you don't take these vitamins, you will get sick.	
<b>Humour:</b> Making people laugh puts them in a good mood to buy almost anything.	That family is laughing and having fun playing that game. We should buy that game.	
<b>Just Plain People:</b> If people in ads seem ordinary just like us, we want to be like them.	That girl wearing those cool shoes looks like me. I should buy some shoes like those.	
<b>Repeating:</b> Hearing a brand name, song, or idea over and over makes it stick in our head.	I know that Jack has won first place because he has a red ribbon.	
<b>Symbol:</b> A place, picture, song, or word that stands for something else. Almost at once we know what it means.	Sports teams, clothing brands, and fast food chains are some things that use symbols.	
<b>Testimonials:</b> Famous people are used to sell items and ideas.	This well-known football player uses this brand of shampoo. We should use it too.	
<b>Warm and Fuzzy:</b> little, cute and sweet creatures appeal to buyers.	That kitten gobbles up that cat food. I'll bet my kitty would like it too.	





## JINGLES AND SLOGANS

Name: \_\_\_\_\_

A **jingle** is a catchy little song. It often has a bouncy tune and simple words. Jingles help to sell many products or ideas.

Think about jingles from ads on television, radio, or the internet. Write two examples and tell what product they are selling.

Product being advertised	Jingle used to try to sell product
Example: a delicious brand of ice cream products	

A **slogan** is a short attention-getting phrase or motto. It is used to sell a product or idea.

Some well-known slogans are:

- Service with a smile
- Always prepared.

Read the slogans below. Write your idea of what the message could be.

1. Join the crowd! Wear Super Blue Jeans! \_\_\_\_\_

\_\_\_\_\_

2. Robo Dog will be your perfect playmate! \_\_\_\_\_

\_\_\_\_\_

3. Eat Toasty Oats --- Be a Champion! \_\_\_\_\_

\_\_\_\_\_





## CLEAR AND HIDDEN MESSAGES

Name: \_\_\_\_\_

All forms of media have a message. There are two kinds of messages: **clear** and **hidden**.

A **clear message** is one you can recognize right away.

Example: A smiling child takes a vitamin pill, picks up their backpack, and skips out the door.

The **clear** message is that taking vitamins keeps us healthy and full of energy.

The **hidden** message may not be so obvious. If the ad keeps repeating the brand name of the vitamins, the message is likely to be that buying **this brand** of vitamins will keep you healthy and energetic.

Read the descriptions for these ads. Think about the clear and hidden messages. Write your ideas for each kind of message.

Ad description	Clear message	Hidden message
<p>1. A teenage rock star has awesome looking hair. He is handsome and wears top fashion clothes. When the ad shows him at a concert, girls are screaming and cheering. The camera zooms in on his hair and shows a bottle of the shampoo the young star uses. You see the brand name of the product at least three times during the ad.</p>		
<p>2. An ad shows a young girl at a school dance. She is very shy and doesn't mix well with the other kids. She doesn't dance at all. Another girl who is wearing Just Dance boots comes in and is a hit with everyone. She knows all the latest dances. At the end, the first girl smiles to herself and we see she is thinking about getting a pair of Just Dance boots.</p>		

