

Media Smarts!

Select a media message from a TV commercial, a Billboard, a Newspaper/Magazine, Website or Radio and complete the following:



- 1) Who is responsible for the media message?
- 2) Who is the media message intended for? How do you know?
- 3) What is the message? What assumptions are made about the message?
- 4) What is the media message not telling you?
- 5) Could you argue the content of this message? Why or why not?
- 6) What advice can you give to individuals about this media message?