

Name _____ **Media Literacy**



Media Literacy

DIRECTIONS: Choose a television commercial to analyze.

1. What is the commercial for? _____

2. What is the purpose of the commercial?

3. Who is the commercial's target audience? _____

4. What is the hook that grabs your attention?

5. Is the soundtrack important? Why or why not?

6. Describe the imagery. What does it convey?

7. Does this commercial achieve its purpose with you? Explain.
