

Name _____ **Media Literacy**



Media Literacy

DIRECTIONS: Study the media provided. Answer the questions.

1. Identify the type of media.

commercial advertisement packaging music video other

2. Identify the target audience.

children teens adults everyone other

3. identify the purpose the media.

to sell to teach to entertain

4. Circle the elements you observed in this media.

words pictures video
sound effects speech color

5. Summarize this media's message.
