

Name: _____

Become a Critical Viewer

We are bombarded daily with media messages about how we should feel and look. Advertisers often appeal to our desires and feelings to sell things. You will see and hear messages on TV, radio, computers and billboards. You will also see them in magazines and newspapers. Becoming a critical viewer means knowing how messages are used to help sell a product.

Directions: Use a print ad for a food or beverage product. Write complete sentences to answer the questions below.

1. Describe the ad you saw. Cut the ad from the newspaper or magazine and attach it to this worksheet.

2. What emotion or feeling was used to help sell the product? There may be more than one. (Examples: happiness, sadness, love, excitement)

3. What does the ad say the product will do for you? (Remember, this may be said with or without spoken words.)

4. Do you believe the product will do this? Why or why not?