

## Media IS Teaching You. (What ideas are they selling?)

**WebQuest Description:** This is a webQuest designed to introduce students to some of the ways that media influences people to think certain ways.

**Grade Level:** 3-5

**Curriculum:** Technology

**Keywords:** technology, media literacy, commercials, advertising, safety

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### Introduction

Focus Questions:1.&nbsp;What ways do commercials or other ads get you to want what they are selling?2. Do you think that commercials work?&nbsp;Why or why not?3. Are commercials good or bad for children?&nbsp;Why?4. Is there a set of ideas that you should keep in your mind when watching commercials?5. Follow the link below to learn about the gimmicks that advertisers use when they are trying to get you to buy what they are selling.

### Tasks

Your Job:1.Â Watch the following videos about how advertisers are using gimmicks, exaggerations, and lies to get you to want what they are selling.2.Â Be thinking about commercials that have 'worked' on you in the past.Â They might be from a past Super Bowl or maybe even from this past week.3.Â What are the things that catch your attention most in commercials?