

## Media Literacy

**WebQuest Description:** So many media messages are coming at us everyday, we have to learn how to process and evaluate the information intelligently. This Web Quest will help students analyze and evaluate the media they encounter.

**Grade Level:** 6-8

**Curriculum:** Life Skills / Careers

**Keywords:** advertisement media propaganda spin subliminal persuasion

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### Introduction

The advertisement pictured above creates a beautiful, tranquil image of traveling on a cruise ship. The implication is that you too can have a lovely, relaxing vacation if you book a cruise with this company. Modern life is full of advertisements in many different media that convince people they should buy products and services. How do they convince people? This web quest explores the different ways that advertisers do the job of persuading us to buy. Propaganda techniques are also discussed, as they are closely related to advertising techniques. Knowing the difference between objective information and propaganda is important for functioning citizens in a democratic country. It's also important to know how your psychological wants and needs are being manipulated by advertisers. In order to make wise financial choices, you have to make purchases as rationally as possible. As you join the adult world, you need to be able to navigate the huge amount of information coming at you through various media.

### Tasks

Identify the different media that bombard us with messages everyday. Know the difference between advertisement and information. Know and be able to name examples of advertising techniques. Know how propaganda is used to achieve different social objectives.

### Process

Television, billboards, magazine ads, , radio, internet ads and media devised as entertainment all contain advertisement. An advertisement is a persuasive form of communication designed to create a psychological need in someone so that he or she purchases and uses a product. Important vocabulary: media; vehicles used to communicate to mass audiences. Some examples are newspapers, magazines, movies, computers, televisions, radios and music videos. media literacy: the ability to understand the role of media in society. propaganda: information spread in a society with the intent of promoting a particular cause. spin: a biased statement which gives an appearance of truth but actually obscures the underlying meaning or reality. subliminal persuasion: underlying, subconscious messages. See the short video by the BBC's Derren Brown where he proves subliminal suggestion works --video inserted below. subtext: an underlying message implied through the use of symbol, metaphor, characters, words and special effects used in advertising. Advertising methods: promise of a lifestyle: the customer will be beautiful, strong or smart after using this product. plain folks: focused on the use of ordinary people to convince the customer to purchase the product. testimonials: the customer is influenced by a celebrity's likeability or attractiveness. appeals to fear: the customer is influenced by the fear of what will happen if he or she doesn't buy the product. appeals to feel good: the customer will be a better person or will contribute to the good of all mankind by purchasing the product. patriotism: appealing to someone's love of country to sell their product. glittering generalizations: vague words of praise used to evoke a positive feeling about the product, but the words have very little specific or concrete meaning. repetition: the brand name or slogan is repeated over and over to make it stick in the customer's head. View the prezi about Advertising Techniques (link to website below)

### Evaluation

Your learning for this unit on media literacy will be evaluated when you create a Google slide presentation OR a PowToon on your Google account. The presentation should include: Names of the author(s) in the title of the presentation. At least 10 slides (you may have more). At least 6 images (you may have more). The structure of a narrative: a beginning, a middle and an end. Slides demonstrating at least 8 advertising methods. Remember: Structure of presentation--Beginning, Middle, End. This project is worth 35 points if students meet these requirements. Five points of extra credit are available for students who provide extra examples or exemplary work.

Category and Score	not proficient	nearly proficient	proficient	excellent	Score
Word document listing advertising techniques, with examples of websites for each.	List has fewer than eight techniques listed. Not every technique has a link to a website exemplifying the technique.	List has at least seven techniques and each has an example website.	List has eight techniques and each has a linked website that exemplifies the advertising techniques.	List has more than eight techniques listed and each technique has a website linked to it.	100 points
Create an original video using one or more of the advertising techniques we learned about.	Video does not have a clear beginning, middle and end. Video does not clearly exemplify at least one of the advertising techniques.	Video does not have a clear beginning, middle and end. Video does exemplify one of the advertising techniques.	Video exemplifies one of the techniques of advertising. Video has a beginning, middle and end.	Video clearly exemplifies more than one of the advertising techniques we learned about. The video has a clear plot structure.	100 points
				Total Score	

## Conclusion

The relevance of media messages is easy to understand when you know the tricks involved. &nbsp;Never let yourself be at the mercy of advertisers or makers of propaganda. &nbsp;Stay aware and make your decisions carefully. &nbsp;o

## Teacher Page

Before doing this web quest students should watch an introductory video like this one:Media Literacy Standards

**Credits**

**Other**