

Media Mania

[Note: An alternative to this activity is doing the activities on [PBS Kids "Don't Buy It: Get Media Smart"](#)]

Purpose of Activity:

1. To continue reinforcing the fact that advertising really influences us.

Materials Needed:

- An assortment of ads from different media (most should be for food)

Instructions:

1. Put together an assortment of advertisements for different products.
2. Use a variety of types of media like actual packaging from foods, tapes of TV or radio ads, cutouts from magazines, and printouts from the Internet.
3. Display the ads and have a group discussion.

Suggested Group Discussion:

1. What product is this ad for?
2. Who do you think the advertisers are trying to sell this product to?
3. What's the first thing you noticed when you looked at the ad?
4. Does the advertiser try to make you feel that you really need this product, or that you can't live without it because it's the best?
5. What kind of selling technique did the advertisers use (e.g., cartoons, popular music, celebrities, prizes)?
6. Were those smart techniques for getting the attention of the people to whom this ad is aimed?
7. What kind of smart things do advertisers do to get you to buy their food?
8. Can you always tell from the ad whether the product is truly healthy or good for you?
9. Do you think you should always believe what advertisers say? Why or why not?
10. Can you think of ads you've seen for unhealthy things (cigarettes, alcohol, and unhealthy foods)? Did those ads make the product look fun, tasty, or cool?