

# Student Link

Lesson Activity for Grade 4 - 6  
(Subject : Language: Media Literacy)

PAGE  
A

Student Name: \_\_\_\_\_

## INSTRUCTIONS

1. Go to the Grade 2 door.

Click on

Something Different

2. Click on the  Don't Buy It Link in the third column. You should be on this website!

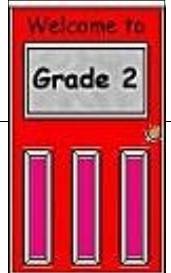


- 3.

Go into

ADVERTISING TRICKS

on the left hand side. Click on



1. What is the job of a food stylist? \_\_\_\_\_

Read how to make **The Perfect Burger, Roasted Chicken and Ice Cream**. On the back of this sheet, tell the **procedure** to make one of these perfect products ready for t.v. or for a photoshoot.

2. Go back to Advertising Tricks. Click on **What's In An Ad** . Read how television commercials try to convince you to buy and do things. After watching the three different commercials (Pepsi, Levis, Philip Morris), tell which product you would buy based on these commercials and tell what about the commercial appealed to you.



3. Go back to Advertising Tricks. Click on **Be the Ad Detective**. Examine the pictures and find where the ads are hidden. Some are obvious but, some are not. Use your ad detective skills to find out where companies place their ads and why. Which 4 companies were advertising in this manner?

- 1) \_\_\_\_\_ 2) \_\_\_\_\_  
3) \_\_\_\_\_ 4) \_\_\_\_\_



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B

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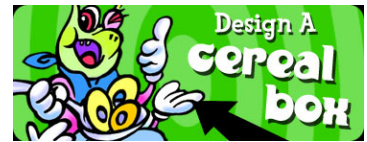
Burger

Chicken

Ice Cream

4. Go back to Advertising Tricks. Click on **Design a Cereal Box**.

Why wouldn't an advertiser use blue for the background on a cereal box?



5. Why do you think advertisers put prizes in cereal boxes? \_\_\_\_\_



Go into **Create Your Own Ads**. Make an ad for **Burp Cola**. Tell 3 places mentioned in Step 5 where the ad could be put:

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

Tell 3 things you have learned on this site.

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

**Remember!  
Be Ad Aware!!**

