

# Analyze the Media Message:

Use a commercial on You tube, TV or the Radio and complete the following.

Complete this activity for 3 different commercials.

What type of message is the commercial about? Check all that apply:

- |  |   |
|--|---|
| <input type="checkbox"/> 1 Tell about a product?                 | <input type="checkbox"/> 2 Tell about a service?        |
| <input type="checkbox"/> 3 Persuade you to buy?                  | <input type="checkbox"/> 4 Persuade you to use or try?  |
| <input type="checkbox"/> 5 Help you make a decision?             | <input type="checkbox"/> 6 Educate you about something? |
| <input type="checkbox"/> 7 Provide you with helpful information? |   |

*Where did you see the commercial?*



*Describe the commercial:*

*Explain how the commercial influenced you if did, or explain why the commercial did not influence you and explain how it could be improved or more effective:*