

Think Critically About Media

Name _____



1. Decide if this cereal would be a healthy choice based on the information in this ad, give reasons for why or why not.

2. Does this ad convince you to want to try it? Why or why not?

3. What is the message that General Mills wants to convey in this ad?

4. What questions do you still have about this cereal after reading this ad?

5. Does this advertiser try to trick you into buying this cereal? Why or why not?

6. How does this advertiser convince you that you should try this cereal?

7. Who is the advertiser targeting

(age, girls, boys, adults) and how do you know?

8. What are the first two things that catch your eye? Why?

9. What is the ad for this cereal not telling you? What is missing from this ad?