



Are You Media Smart?

Select a media message from a TV commercial, a Billboard, a Newspaper/
Magazine, Website or Radio and complete the following:

1. Who is responsible for the media message? _____

2. Who is the media message intended for? How do you know? _____

3. What is the message? What assumptions are made about the message? _____

4. What is the media message not telling you? _____

5. Could you argue the content of this message? Why or why not? _____

6. What advice can you give to individuals about this media message? _____
