

<https://superbowl-ads.com/kid-friendly-super-bowl-xlvi-ads-that-you-can-show-your-kids-now/>

Agree or Disagree:

"Teenagers are strongly influenced by media."

<https://www.jetpunk.com/quizzes/brand-logos-quiz-5>

<https://www.buzzfeed.com/jamiejones/the-ultimate-logo-quiz>

How is media a positive influence in your life?

How is media a negative influence in your life?

Media Literacy



Media is a means of digital and print mass communication using visuals and sometimes sound.

Categories include:

- ✓ **Broadcasting**

i.e. TV, YouTube, Netflix, Movies, Radio, Live Streaming

- ✓ **Publishing**

i.e. Books, Newspapers, Magazines, Advertisements

- ✓ **Internet**

i.e. Websites, Blogs, Social Media, Games

The purpose of media is to:

- ✓ **Persuade:** Convince the audience that they need something
- ✓ **Inform:** Share new information
- ✓ **Entertain :** Provide enjoyment

Media literacy is the ability to think critically about the media sources people interact with daily.

Critical thinking involves analyzing and evaluating the purpose and audience of media works.

Commercial vs. PSA

What is a commercial?

Commercials are short videos created to encourage the viewers to purchase a product.

Example: Nike shoes, Tropicana orange juice, Pizza Hut pizza

Keywords: persuasion, profit, sales, marketing, entertaining



What is a Public Service Announcement?

A public service announcement is a short video created by a concerned organization to spread their message to further public safety.

Example: Don't text and drive, Always wear a seatbelt

Keywords: awareness, informing, message, non-profit, serious



Commercial

(Persuasive)

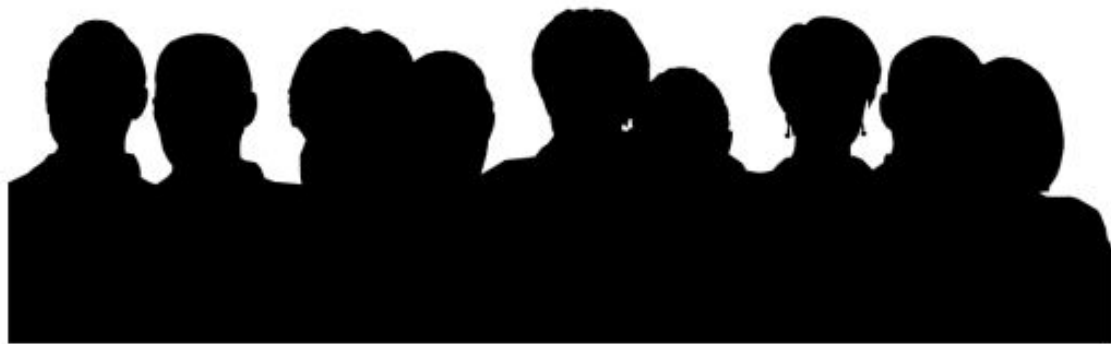
- Focus is on selling items
- Evoke emotions so people make a personal connection to the content
- “Catchy” often using humour to immediately capture the viewers’ attention
- Varying lengths but usually short
- Persuasive tone

Public Service Announcement

(Informative)

- Serious message
- Evoke a strong emotion to discourage people from trying something unsafe
- Varying lengths sometimes longer than a commercial
- Informative tone

Target Audience



What is a Target Audience?

A target audience is the “ideal” customer for that product.

When companies think about how they want to market their products they have to answer these questions:

- What age group is the product for? Children, teens, adults, seniors?
- Is the product gender specific?
- Is the product location specific?
- What interests, hobbies and/or occupations would be interested in this product?
- What problem does this product solve?

Audience Examples: kids, teens, adults, men, women, cultural groups, single people, married people, geographic location (rural, urban, suburban), etc.