

MEDIA LITERACY MADE EASY FOR KIDS

NLB Academy
Knowledge Understood

Don't be LEFT OUT!



GET YOUR TICKETS NOW!

HERE IS A NEWSPAPER
AD FOR A POP STAR
CONCERT.

CAN YOU FIND WHICH
TRICK IS BEING USED?

YES, IT'S THE FRIEND
TRICK!

THE AD IS SUGGESTING
THAT YOU WILL BE THE
ODD ONE OUT IF YOU
DON'T BUY THE
TICKETS TO THE
CONCERT.

TRY TO SPOT THE
FRIEND TRICK IN THE
MEDIA YOU COME
ACROSS DAILY!