

ELA 6 - Media Message Analysis - Advertisement

Course: English Language Arts 6

Title: Media Message Analysis - Advertisement

Length & Timing:

- 200300 words
- 12 classes

Text Options (Teacher selects ONE set of age-appropriate ads or posts):

1. A print or online ad aimed at kids or families.
2. A social media post promoting a product or event.
3. A poster from a school or community campaign.

Student Instructions:

1. Choose the assigned ad or post.
2. Answer in one or two paragraphs:
 - a) Who is the target audience? How can you tell?
 - b) What is the main message?
 - c) What techniques are used to get attention or convince people?
(For example: colour, images, big fonts, emotional words, limited-time offers.)
3. Use specific details from the ad in your answer.

Teacher Grading Criteria:

Audience & Message (/10)

- Correctly identifies who it is for and what it is saying.

Techniques Identified (/10)

- Names clear strategies used.

Explanation (/10)

- Explains how techniques work on the audience.

Clarity & Conventions (/10)

Total: /40