



Grade: Grade 8 · English

Media Literacy Studios

Focus: Media · Advertising · Critical Thinking

1. List three types of media you see daily.
2. Identify one ad that grabbed your attention.
3. Describe its message in one sentence.
4. Who is the intended audience?
5. What techniques make the ad persuasive?
6. Explain what emotion it tries to trigger.
7. Design your own positive advertisement.
8. Write a short slogan for your ad.
9. Share and discuss with a classmate.
10. Reflect on how media influences choices.

Tutoring Tip:

Discuss how ads use emotion, colour, and slogans to persuade audiences.