Name:

Media Awareness – Propaganda

Warmup: look at each of the commercials and write what type of propaganda is being used.

|  |  |
| --- | --- |
| 1)  | 4) |
| 2)  | 5) |
| 3)  | 6) |

**Task:** Watch each of the ads and answer the questions below.

1. [Gear up for Back to School with Old Navy & That Girl Lay Lay](https://www.youtube.com/watch?v=d7q16sqqNtI) (0:30)

|  |  |
| --- | --- |
| What type of propaganda is being used? Why is it this type? | What are you drawn to about the ad? (Colours, images, music, language used, logo) |
| Is this an effective ad in your opinion? Why or why not? Use evidence to support your answer. |

1. [Cherish - McDonalds Big Mac Super Bowl 2018 TV Commercial](https://www.youtube.com/watch?v=e9W1wNLbOFA) (0:30)

|  |  |
| --- | --- |
| What type of propaganda is being used? Why is it this type? | What are you drawn to about the ad? (Colours, images, music, language used, logo) |
| Is this an effective ad in your opinion? Why or why not? Use evidence to support your answer. |

1. [Staples Back to School Commercial with Chris Marquette](https://www.youtube.com/watch?v=XOuzsk36vjM) (0:30)

|  |  |
| --- | --- |
| What type of propaganda is being used? Why is it this type? | What are you drawn to about the ad? (Colours, images, music, language used, logo) |
| Is this an effective ad in your opinion? Why or why not? Use evidence to support your answer. |

1. [TV Commercial - "Head Bang" | DIRECTV](https://www.youtube.com/watch?v=0RpmwqaxrwA) (0:30)

|  |  |
| --- | --- |
| What type of propaganda is being used? Why is it this type? | What are you drawn to about the ad? (Colours, images, music, language used, logo) |
| Is this an effective ad in your opinion? Why or why not? Use evidence to support your answer. |

1. [Big Jerry Discovers the #SwifferEffect on Floor Cleaning: Swiffer WetJet](https://www.youtube.com/watch?v=ewE_CIqBeX0) (0:40)

|  |  |
| --- | --- |
| What type of propaganda is being used? Why is it this type? | What are you drawn to about the ad? (Colours, images, music, language used, logo) |
| Is this an effective ad in your opinion? Why or why not? Use evidence to support your answer. |

1. [Be Like Mike  Remastered | Gatorade](https://www.youtube.com/watch?v=qs2BRSWzrJE) (1:00)

|  |  |
| --- | --- |
| What type of propaganda is being used? Why is it this type? | What are you drawn to about the ad? (Colours, images, music, language used, logo) |
| Is this an effective ad in your opinion? Why or why not? Use evidence to support your answer. |