

Name: \_\_\_\_\_ Date: \_\_\_\_\_

## Answer Key: Outsmart the Advertisers: A 3rd Grade Media Literacy Quiz

Students peel back the curtain on persuasive techniques to distinguish between facts and flashy sales pitches in modern advertisements.

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**1. A breakfast cereal box features a famous professional athlete smiling and holding a spoon. What is the primary 'target audience' and persuasive strategy being used here?**

**Answer:** B) Children; using a testimonial or 'star power' to create a positive association.

Advertisers use 'star power' (celebrity endorsements) to make a product more appealing to children who admire those athletes, suggesting that eating the cereal is linked to being successful like their hero.

**2. You see a website pop-up that says, 'ONLY 2 LEFT! BUY NOW OR MISS OUT FOREVER!' This is an example of which media technique?**

**Answer:** A) Creating a sense of urgency to force a quick decision.

Creating a sense of urgency (or scarcity) is a tactic designed to make consumers feel anxious so they stop thinking critically and make an immediate purchase.

**3. An ad for a new juice says it is 'The Most Delicious Drink in the Whole Universe!' Why is this statement considered 'puffery' rather than a fact?**

**Answer:** C) Because 'delicious' is an opinion and the claim is an intentional exaggeration.

'Puffery' refers to exaggerated claims or opinions that cannot be proven true or false. Since 'delicious' is a subjective preference, the claim is an opinion-based sales tactic.

**4. A toy commercial shows a plastic robot flying through outer space with explosions and loud music. What must a media-literate student realize about this 'production choice'?**

**Answer:** C) Special effects are used to make the toy seem more exciting than it is in real life.

Media literacy involves understanding that technical elements like lighting, sound effects, and CGI are used to enhance a product's appeal, often making it look more 'action-packed' than the physical toy.

**5. If you are analyzing a social media post that looks like a regular photo but has '#ad' in the corner, what is the 'subtext' or hidden message?**

**Answer:** B) The person was paid to show the product so you would want to buy it too.

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Recognizing 'sponsored content' is key to media literacy. Influencers often post content that looks natural, but the '#ad' signifies a commercial relationship where the goal is persuasion.