

Name: _____ Date: _____

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.

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?

- A. Adults; using scientific data to prove the cereal is healthy.
- B. Children; using a testimonial or 'star power' to create a positive association.
- C. Toddlers; using bright colors to make the box look like a toy.
- D. Grandparents; using nostalgia to remind them of their youth.

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?

- A. Creating a sense of urgency to force a quick decision.
- B. Providing educational facts about how the product is manufactured.
- C. Using 'plain folks' appeal to show the product is for everyone.
- D. Visual storytelling to explain the history of the company.

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?

- A. Because it uses a specific measurement that can be tested in a lab.
- B. Because it identifies exactly how many people liked the drink.
- C. Because 'delicious' is an opinion and the claim is an intentional exaggeration.
- D. Because the ad includes a list of all the vitamins found in the juice.

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'?

- A. The toy will actually fly and make those noises when you open the box.
- B. The explosions are real and come included with the toy purchase.
- C. Special effects are used to make the toy seem more exciting than it is in real life.
- D. The commercial is a documentary showing how robots work in NASA.

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?

- A. The person just wanted to share a photo of their favorite hobby.
- B. The person was paid to show the product so you would want to buy it too.
- C. The post is a warning that the product is dangerous to use.
- D. The person is trying to show you how to take better photographs.