

Name: _____ Date: _____

Answer Key: Don't Let the Billboard Bamboozle You! 2nd Grade Ad Detective Quiz

Scholars transform into savvy analysts by identifying hidden persuasion tricks and target audiences across 5 challenging media literacy scenarios.

1. A cereal box uses bright colors and a cartoon dinosaur wearing a cape. Who is the most likely target audience for this advertisement?

Answer: C) Young children who like fun characters

Media creators use specific elements like cartoons and bright colors to capture the attention of a younger audience.

2. A toy commercial shows a group of friends laughing and playing together with a new game. What is the 'hidden message' the creators want you to believe?

Answer: B) Buying this game will make you popular and happy

Advertisers often link products to positive emotions to make viewers feel that owning the product will improve their social life or mood.

3. You see a website with a giant button that says 'CLICK HERE FOR A FREE PRIZE!' Why should a media-literate student be careful before clicking?

Answer: A) The button might be a trick to get your personal information

Being media literate involves recognizing that some digital content is designed to deceive or collect data rather than provide a real benefit.

4. An ad for sneakers says, 'The fastest runners in the world wear these shoes!' Which persuasion technique is being used here?

Answer: B) Using an expert or famous example to seem better

This is the 'Testimonial' or 'Authority' technique, where a product is linked to high-performers to make it seem more effective.

5. If you were making a poster to convince people to recycle, which combination of elements would be MOST effective?

Answer: C) A bright picture of a clean park and a catchy slogan

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Effective media uses a clear 'Call to Action,' visual appeal, and concise messaging to influence the behavior of the audience.