

Name: _____ Date: _____

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?

- A. Grandparents looking for vitamins
- B. Professional chefs at a restaurant
- C. Young children who like fun characters
- D. Teenagers studying for a math test

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?

- A. The game is very expensive to buy
- B. Buying this game will make you popular and happy
- C. The game requires four batteries to work
- D. You should only play games during the daytime

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?

- A. The button might be a trick to get your personal information
- B. The prize might be too heavy to carry home
- C. Free prizes are always mailed to the wrong house
- D. Computers only allow you to click ten times a day

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

- A. Scared tactics to make you worry
- B. Using an expert or famous example to seem better
- C. Telling a secret story about the shoes
- D. Comparing the shoes to a piece of fruit

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

- A. A list of every law written in the last 50 years
- B. A blurry photo of a trash can with no words
- C. A bright picture of a clean park and a catchy slogan
- D. Small black text on a dark brown background