

Name: _____ Date: _____

Answer Key: Don't Let the Ad-osaurus Fool You! Pre-K Media Magic Quiz

Challenge your littlest learners to spot the sneaky difference between a real animal and a toy commercial—foundational analysis meets creative deconstruction.

1. Imagine you see a shiny cereal box with a cartoon dragon on it. Who made this box, and why did they choose a dragon?

Answer: B) A company made it so children will want to buy the cereal.

Media is created by 'authors' with a purpose; using fun characters is a common technique used by advertisers to appeal to a specific audience (children).

2. If you were making a video to convince your friends that broccoli is the best snack in the world, what music would you play in the background?

Answer: A) Silly, happy music that makes people want to dance.

Media creators use 'production cues' like happy music to create positive emotional associations with a product or idea.

3. You see a photo of a cat wearing sunglasses and driving a car. How do you know this photo was 'changed' and isn't just a regular snapshot?

Answer: C) Because real cats cannot drive cars; someone used a tool to create a funny story.

This requires synthesis of real-world knowledge and media construction; students must recognize that media can be manipulated to show things that aren't possible in reality.

4. A TV commercial shows a toy robot flying through space, but when you open the box at home, it only walks on the floor. What happened?

Answer: B) The commercials use special effects to make toys look more exciting than they are.

Understanding the discrepancy between 'media representation' and 'reality' is a core multi-step reasoning skill in early media literacy.

5. Think about your favorite cartoon. If you wanted to tell the same story using only a piece of paper and crayons, what would you have to do differently?

Answer: B) You would have to draw the characters and use your imagination for the sounds.

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This requires synthesis and creation; students must compare different media formats (video vs. print) and understand how core elements are translated across platforms.