

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

## Answer Key: Outsmart the Advertisers: Your 3rd Grade Media Savvy Quiz

Can your students spot the secret tricks in a TV commercial? Break down persuasive messages and identify the 'why' behind everyday advertisements.

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### 1. What is the primary goal of most advertisements you see on TV or online?

**Answer:** B) To persuade you to buy a product or service

Advertisements are created as persuasive media tools designed to encourage a consumer to take action, usually by purchasing something.

### 2. Which of these is an example of a 'target audience' for a commercial about colorful building blocks?

**Answer:** C) Children who enjoy playing and creating

A target audience is the specific group of people a message is made for. Toys are usually marketed toward children.

### 3. If a cereal box uses bright colors and a cartoon character, what is it likely trying to do?

**Answer:** B) Grab a child's attention and make the product look fun

Media creators use visual elements like bright colors and characters to capture the attention of their specific audience.

### 4. Where are you MOST likely to find a piece of media that is meant to inform rather than sell?

**Answer:** C) An encyclopedia or a non-fiction textbook

While many media types try to sell items, textbooks and encyclopedias are designed with the primary purpose of providing factual information.

### 5. Why is it important to ask 'Who created this message?' when watching a YouTube video?

**Answer:** B) To understand if they are sharing a fact or an opinion

Knowing the creator helps you identify their purpose and whether the information is meant to be an objective fact or a personal opinion.