

Name: _____ Date: _____

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.

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

- A. To tell a long, true story about history
- B. To persuade you to buy a product or service
- C. To help you finish your homework faster
- D. To give you a weather report for the week

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

- A. Grandparents who love to knit
- B. People who work at a bank
- C. Children who enjoy playing and creating
- D. Race car drivers

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

- A. Make the box harder to see on the shelf
- B. Grab a child's attention and make the product look fun
- C. Teach you how to draw cartoons
- D. Explain the science of how corn grows

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

- A. A billboard on the side of the highway
- B. A pop-up ad in a mobile game
- C. An encyclopedia or a non-fiction textbook
- D. A cereal box prize description

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

- A. To find out if they are using your favorite color
- B. To understand if they are sharing a fact or an opinion
- C. To see if the video is longer than ten minutes
- D. To check what kind of camera they used