**Media Literacy Assignment** Due \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

8th Grade English

**Part A**. Choose a topic to research from the list below. Your paper should be one full page minimum and two full pages maximum. It should be **12 Font, Times New Roman, double-spaced, and be typed only on the front side of the paper**. You will lose points if this requirement isn’t followed. Be prepared to share **FIVE KEY POINTS** to the class. Be sure to **CORRECTLY CITE YOUR SOURCES. You may work with one partner, but each of you must submit an original paper.**

Cigarette ads, then and now Food Stylists in ads

Celebrities in ads Fast food tricks in ads

Teenagers as targets Our TV habit – facts, figures*, your opinion*

Violence in cartoons Advertising budges

Alcohol in ads Jingles in advertising

Sports and athletes in ads A different topic – *check with me for approval*

 Junk mail facts and figures, *your opinion* Internet advertising

**Part B**. Choose one of the projects below. Be prepared to present your work to the class.

1. Analyze junk mail

* Collect 15 pieces of junk mail
* Identify ten “tricks”
* Show your mail and your identified tricks on a poster board
* Title your work and put your name, etc. in the top right corner
* Be prepared to present your poster to the class

2. Select a popular magazine (Seventeen, Sports Illustrated, People..)

* Make a collage on a poster board with ads from this ONE magazine
* Compare and display, in graph form, the number of articles vs. ads
* Identify ten “tricks”
* Title your work and put your name, etc. in the top right corner
* Be prepared to present your poster to the class

3. Create a Deconstructed Ad

* Select an ad from a magazine
* Answer Basic and Intermediate Deconstruction Questions (see back of page)
* Design a deconstructed ad, either through drawing it or using an online program
* Title your work and put your name, etc. in the top right corner
* Be prepared to present your work to the class

4. Design a cereal box (by covering an empty one)

* Use five or more tricks
* Give your cereal a new, catchy name
* Design your product for the 10 and under age group
* Include Nutrition Information and Ingredients (on side of box)
* Put your name on the bottom of one side of the box
* Be prepared to present your product to the class