

Name: _____

Date/Period: _____

Advertising/Media Study Guide

SECTION 1: Vocabulary

Use your textbook (starting on p.855) to define the following terms. It is NOT necessary to copy the examples or what is listed in parenthesis in the definition.

1. Advertising

2. Demographics

3. Marketing (don't copy what it includes)

4. Medium

5. Target Audience

6. Audience

7. Authority

8. Bias

9. Credibility

10. Critical Viewing definition:

Concepts of Critical Viewing (list the concepts only, not the explanations)

- a. Concept 1

- b. Concept 2

- c. Concept 3
- d. Concept 4
- e. Concept 5

11. Evaluating Media Messages (copy the definition and 2 of the questions)

12. Feedback

13. Genre (copy definition and 2 examples)

14. Illustration

- a. Color (also see p.758)
 - i. Warm colors give a feeling of:
 - 1. Examples of warm colors:
 - ii. Cool colors are:
 - 1. Examples of cool colors:

15. Censorship

16. Plagiarism

17. Media Literacy

18. Point of View

19. Propaganda

20. Realism

21. Stereotypes

Also, define **slogan** from p.760:

SECTION 2

Common Persuasive Techniques p.768

Bandwagon:

Testimonial:

Emotional Appeals:

“Plain Folks”:

Snob Appeal:

SECTION 3:

Comparing Local and National Ads p.782

National Ads:

Local Ads:

SECTION 4

Emotional Language p.779

SECTION 5:Critical Viewing p.858

Concept 1: All messages are somebody' s creation.

Summary:

Concept 2: Messages are a reflection of reality.

Summary:

Concept 3: Each individual interprets messages differently.

Summary:

Concept 4: Messages usually have more than one purpose.

Summary:

Concept 5: The medium shapes the message

Summary:

Section 6: Evaluating Media Messages p.859

1. Through what medium is the message delivered?
2. Who created the message?
3. What seems to be the main purpose of the message? If there is also an underlying purpose, what is it?
4. What elements (words, images, or sounds) does the message include?
5. How are those elements arranged and sequenced?
6. How skillfully are the elements presented?
7. What may have been left out of the message?
8. How is the version of reality presented in the message similar to and different from what I know from my own knowledge and experience?
9. How authentic (true to life) does the message seem? Why?
10. What does the message bring to mind?
11. How does it make me feel about the world? About myself? About other people?
12. How does the medium help shape the message?