

# Assessment

## Media Literacy

Name \_\_\_\_\_

The task: Find an advertisement in a magazine, cut it out, and glue it on the sheet. Using what you have learned about being “media savvy,” write a paragraph below the ad explaining what techniques the advertisers are using to try to “sell” you their product. Your poster will be graded on the following criteria:

4 = The poster has an ad neatly attached. It includes a paragraph which clearly indicates the cadet’s understanding of the “hooks” the advertiser is trying to use to sell you their product. The poster is neat and attractive.

3 = The poster has an ad attached. It includes a paragraph with at least one of the hooks the advertiser is using to sell the product.

2 = The poster has an ad attached. It includes a paragraph with a hook an advertiser uses to sell products, but the hook referred to is not the correct hook being employed in this case.

1 = The poster has no ad and/or no paragraph with an accurate description of the hook.