

# Media Literacy

## ADVERTISING ANALYSIS

### article jigsaw

#### Directions:

Each student will read one article from the list below and share findings with the group. Answer the questions below as a group using evidence from the articles.

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

Read an article

**Directions:** Each of you will read one of the four articles to read:

1. **Advertising to Teens: How brands Can Connect with a Generation that's Always on Their Phones:** <https://mindstreammediagroup.com/advertising-teens-brands-can-connect-generation-thats-always-phones/>
2. **Driving teen egos--and buying--through 'branding':** <https://www.apa.org/monitor/jun04/driving>
3. **Children, Adolescents, and Advertising:** <https://publications.aap.org/pediatrics/article/118/6/2563/69735/Children-Adolescents-and-Advertising>
4. **How Teens Actually Feel About Social Media Ads:** <https://time.com/4433964/teens-social-media-advertising/>
5. **Advertising Influences on Teens:** <https://yourbusiness.azcentral.com/advertising-influences-teens-6528.html>

Collaborate & reflect

**After reading your article collaborate with your group (on Google Doc):**

1. Read your article, and in about 4-5 sentences, summarize the main ideas, views, conclusions or revelations the author states or inspires.
2. Identify 3-5 new facts, statistics, or data you did not know prior to reading this article.
3. What do you think is the author's main message?
4. Generate 1 discussion question stemming from the messages of your article you can ask your group as it relates to media literacy.

On your own

**Respond on your own:**

Now that you have read, learned and discussed a variety of articles that highlight how advertising, especially via social media, impact teen consumers, consider the following prompt.

What do you think about the idea that the United States spends at least \$141 billion per year on advertising (as cited in Captive—How the Industry Pins Us Down)? Do you think teens are susceptible to the techniques of advertising suggested in the articles? Are you brand loyal? Do you think there should be "safe zones" like schools where advertising should not be allowed (i.e. schools, places of worship, etc.)? Support your answers with specifics from your own experience and from the articles.