

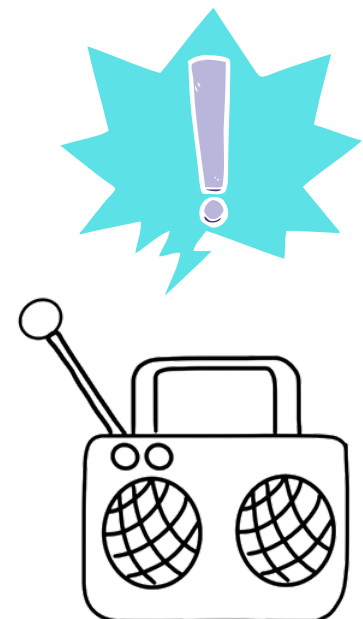
Advertising Hat

Select a piece of advertising to investigate.
This could be on television, the radio or in print.
Ask yourself...

Who **created**
the ad?

Who is the **target**
audience?

What is the advertising **message?**





Advertising Hat

What **techniques** has the advertiser used to persuade you?

How does the advertisement **make you feel**?

What would you **change** in the ad?



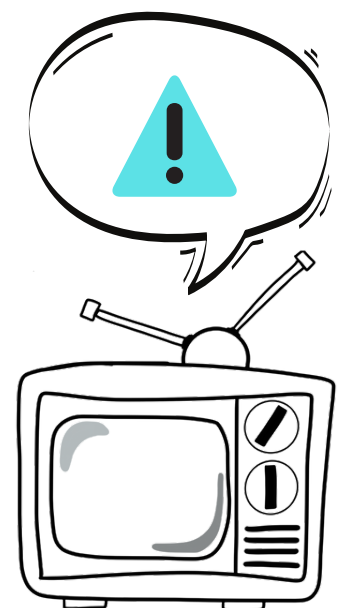
Entertainment Hat

Pick a favourite television episode, short film or movie and **ask yourself...**

Who is the main audience?

Are diverse voices represented?

Who created the media and why?



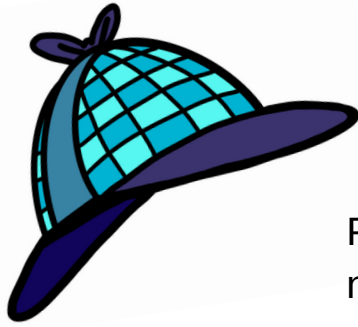


Entertainment Hat

What kinds of topics and themes are explored?

Did you notice any advertising?

What would you **change**?



News Hat

Pick a newspaper article, specific televised news report or online piece to explore and **ask yourself...**

What type of article is it, fact or opinion?
How do you know?

Who published the article?

Who created the article and why?





News Hat

Outline the arguments presented.
Are both sides covered?

State the facts. What
data has been used?

What would you **change**?



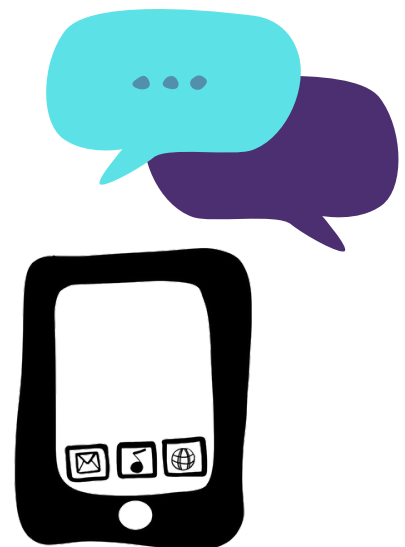
Social Media Hat

Pick a newspaper article, specific televised news report or online piece to explore and **ask yourself...**

Who created the post?

Why did they make it?

What is the main message of the post?





Social Media Hat

Analyse the post. What do you notice.
How does the creator try to influence you?

How does it make
you feel?

What would you **change**?