

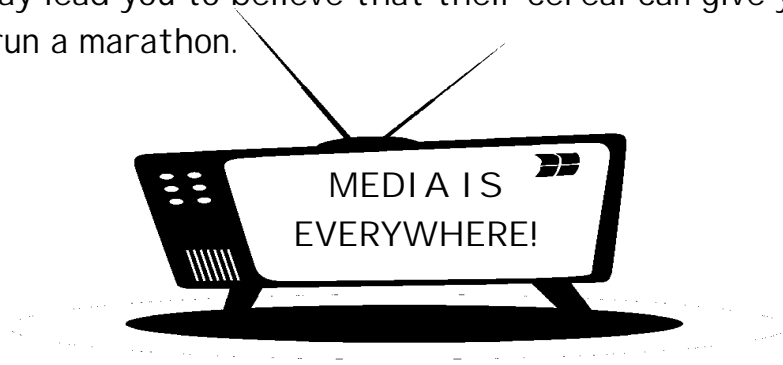
What message are you giving me?

Media is everything around us – books, magazines, video games, posters, commercials, television, movies, radio, cereal boxes, etc.

All media has a message that is trying to influence us in some way.

For example:

- 📺 Commercials may influence you to think one brand is better than the other or that a specific product will improve your life.
- 📺 Video games may glorify violent acts.
- 📺 A clothing store may try to make you feel that by wearing their clothing, you are cool.
- 📺 A cereal box may lead you to believe that their cereal can give you the `ideal` body, or allow you to run a marathon.



Considering the impact that media has on our interpretation of the world around us, we think it's important that both students and parents have the tools to be critical consumers of media.

Here are some things to discuss with your child, regardless of the types of media.

- 📺 Product: What is being advertised?
- 📺 Target Audience: Who is this advertisement for (e.g., children, teenagers, young adults, parents, older adults, seniors, pet owners, car owners, etc.)?
- 📺 Slogan or Catch Phrase: A small phrase that is easy to remember, and that you associate with the product (e.g., 'Just Do It', 'Always Coca-Cola', 'Always so good for so little', 'I'm loving it...', etc.).
- 📺 Spokesperson: Famous people that are used to make a brand more reputable (e.g., Sidney Crosby promoting Dempsters, and Tiger Woods promoting Nike).
- 📺 Overall Message: What you are being made to think about the product.