

Media's influence on us

Activity 7.1



Assess an educational media campaign

Name of Campaign

Who is the campaign targeting?

What is the main message of the campaign?

How effective is the main message of the campaign?

Why is the campaign important to young people, in your opinion?

What media elements did the campaign use – slogan, logo, celebrities, characters, music, humour, colour or images?

How effective were the media elements they used?

How is information communicated in the campaign?

How would you improve the campaign?

Name/s: _____

Class: _____