

What is meant by the Media?

# Activity 1.2



## Match the media and the advertising objective

<b>Cinema</b>	Trailers to promote a new movie before a new movie begins.
<b>Magazines</b>	Advertisements for a new toy or game in between magazine articles.
<b>Logos or messages on clothing</b>	Encouraging you to buy a brand of clothes with the same brand.
<b>Posters</b>	Promoting a new toy, game, food or movie on streets or buses.
<b>Television</b>	Advertisements promoting a new toy, game, food or movie in between television programmes.
<b>Radio</b>	Advertisement for a new movie or a music album in between radio programmes.
<b>Websites</b>	Promoting a new toy, game, food or movie on their websites.
<b>Video games</b>	Trailers to promote a new video game programmes.
<b>Apps on tablets</b>	Advertisements promoting a new toy, game, food or movie on apps or tablets games.
<b>Social media</b>	Advertisements promoting a new toy, game, food, movie or a music album or special offer on social media profiles.

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

Class: \_\_\_\_\_