

# **FAMILY ACTIVITY**

## **AGES 9-11**

### **WOULD YOU BUY IT?**

We get information from a lot of different sources in our lives. One of the ways information comes to us is through the media.

#### **Materials needed:**

- paper
- pencil or pen
- set of questions
- folder (optional)
- tape and tape recorder (optional)

#### **Directions:**

1. Listen carefully to a radio or TV commercial and analyze it carefully to determine each of the following things:
  - a. What age group is the commercial trying to reach? How do you know?
  - b. How did the people who produced the commercial try to get your attention?
  - c. Did they use catchy words and phrases to make you remember the product they are trying to sell? Do you remember what they are trying to sell?
  - d. Did their strategy work? If so, why? If not, why not?
2. Compare this commercial with others trying to sell the same kind of product. How effective are commercials like this in making you try something new?