

Global Citizens – Media Texts  
“Just Don’t Do It”

NAME: \_\_\_\_\_

DATE: \_\_\_\_\_

Examine the following text and respond to the following questions in the space provided.



1. What is the “purpose” of media texts? What do you believe is the purpose(s) of this ad? What elements of the ad helped you to determine the purpose(s)?

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2. What is meant by “audience”? Who do you believe is the audience of this media text? What elements of the text helped you determine who the audience is?

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3. How effective do you think this ad is in achieving its purpose and reaching its audience? Why?

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