

## Extension Activity

**Directions:** Choose products from the sources below (television commercial, print ad, and website). Answer the questions in order determine the purpose and target audience for each product.

### Product #1- TV Commercial

1. What product is the commercial for? \_\_\_\_\_

Who is the target audience? What characteristics of the ad makes you think so?

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2. What is the purpose of the ad? Did the commercial make you want to buy the product?

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### Product #2- TV Commercial

1. What product is the commercial for? \_\_\_\_\_

2. Who is the target audience? What characteristics of the ad makes you think so?

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3. What is the purpose of the ad? Did the commercial make you want to buy the product?

Explain.

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**Product #2- Cereal**

1. What is the brand of cereal? \_\_\_\_\_

2. Who is the target audience? What characteristics of the ad makes you think so?

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3. What is the purpose of the ad? Did the commercial make you want to buy and eat the cereal? Explain.

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**Product #3- Magazine**

1. What is the name of the magazine? \_\_\_\_\_

2. Flip through the magazine and read a few ads and articles. Who do you think is the target audience? What did you see in the magazine that makes your think so?

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3. Did the ads in the magazine take your attention away from the articles? Explain.

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## Product #4- Website

1. Choose a kid-friendly website (such as [www.nickelodeon.com](http://www.nickelodeon.com))
2. Briefly go through the website. Who do is the target audience? What did you see in the on the website that makes you think so?

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3. What is the overall purpose of this website?

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