

# ENGLISH 2201

# MEDIA UNIT

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

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

DATE OF SUBMISSION: \_\_\_\_\_

NOTE: COMPLETE ALL 5 WORKSHEETS. INDICATE ANY 2 TO BE GRADED NUMERICALLY.

WORKSHEET	COMPLETED ✓/X	GRADE
#1 - BERLITZ		
#2 - CRISIS RELIEF		
#3 - BOSE		
#4 - EVOLUTION		
#5 - MOMS DEMAND ACTION		

English 2201  
Media Unit  
Worksheet #1  
*Berlitz*

Name:

Watch the following tv advertisement and answer the questions below:

[https://www.youtube.com/watch?v=KLSdOY-6R\\_U](https://www.youtube.com/watch?v=KLSdOY-6R_U)

1. What are they selling? \_\_\_\_\_
  
2. What are they REALLY selling? (2) \_\_\_\_\_
  
3. What media strategies are being utilized here? Explain. (6)

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

4. Explain how music functions in the advertisement. (6)
- 
- 
- 
- 
- 
- 
- 
- 
- 
- 
- 
- 
- 
- 
- 
- 
- 
- 
- 
- 
- 
- 
- 
-

---

---

---

---

---

5. Explain the effectiveness of the ad's final frame. (6)

---

---

---

---

---

---

---

---

---

---

---



Retrieved from: [https://www.adsoftheworld.com/media/outdoor/crisis\\_relief\\_earthquake](https://www.adsoftheworld.com/media/outdoor/crisis_relief_earthquake)

Circle the corresponding letter of the most correct response. (4 marks)

1. What is the predominant media strategy used here?

- (A) Bandwagon
- (B) Plain Folks
- (C) Shock Appeal
- (D) Transfer

2. **What is the purpose of this image?**

- (A) To criticize
- (B) To describe
- (C) To explain
- (D) To persuade

3. **This image can be best described as a:**

- (A) Brochure
- (B) Caricature
- (C) Photograph
- (D) Poster

4. **What is the tone of this image?**

- (A) Condescending
- (B) Defiant
- (C) Frustrated
- (D) Soothing

5. **Explain the significance of the “thumbs up” as it is used in this image.** (6 marks)

---

---

---

---

---

---

---

---

---

---

---

English 2201  
Media Worksheet #3

Name:



Retrieved from: <https://stevenaden.wordpress.com/2012/02/14/bose-advertisement/>

**Circle the letter of the most correct response. (4 marks)**

1. **What type of image is this?**

- (A) Advertisement
- (B) Brochure
- (C) Photograph
- (D) Poster

2. **What predominant media strategy is used here?**

- (A) Bandwagon
- (B) Facts and Figures
- (C) Humour
- (D) Shock appeal

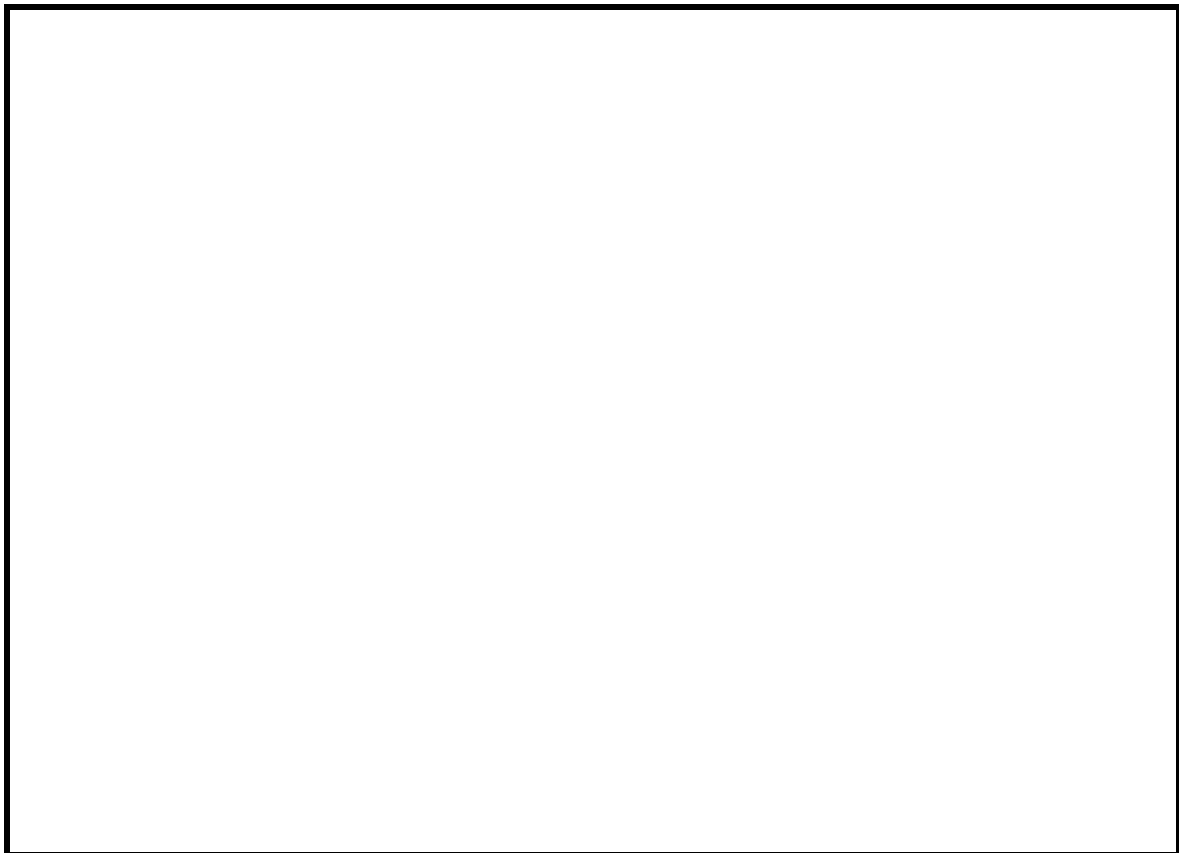
3. **What is the mood of this image?**

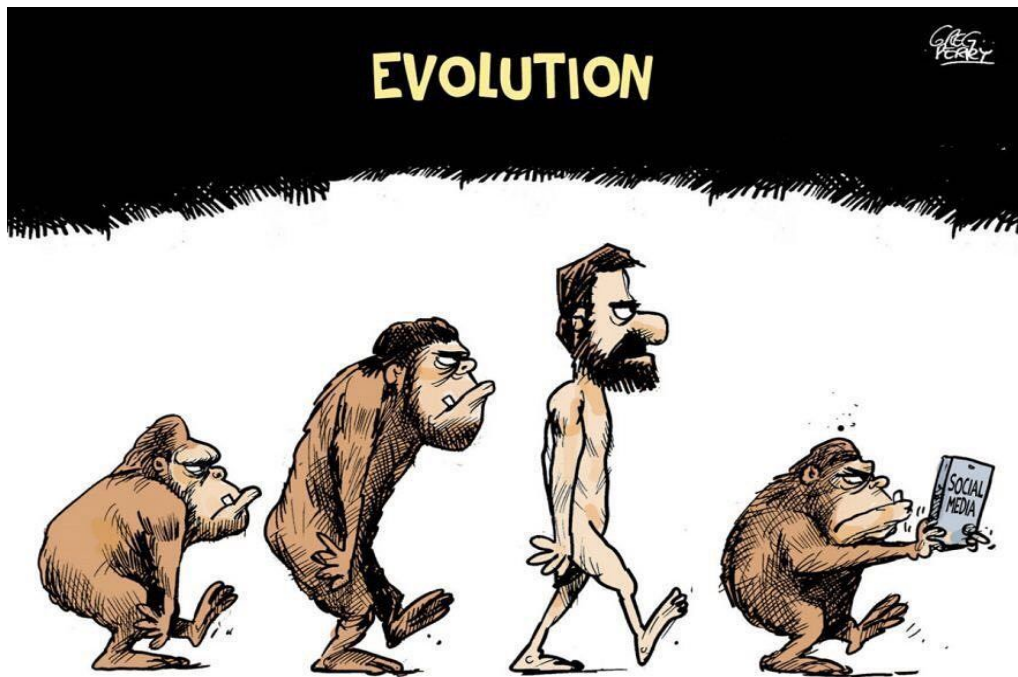
- (A) Amused
- (B) Horrified
- (C) Indifferent
- (D) Sad

4. **What is the subtext of this image?**

- (A) Bose headphones kill
- (B) Bose is a company with a dark sense of humour
- (C) Bose headphones are THAT good.
- (D) Teenagers are oblivious

5. **In the blank space below, create a counter ad for this image. (6 marks)**





Retrieved from: <https://www.scoopnest.com/user/TorontoStar/825785456604360704>

Circle the corresponding letter of the most correct response. (4 marks)

1. What is the purpose of this image?

- (A) To describe
- (B) To explain
- (C) To persuade
- (D) To satirize

2. What is the tone of this image?

- (A) Amused
- (B) Condemnatory
- (C) Indignant
- (D) Sympathetic



3. **Who is the intended audience?**

- (A) Employees of social media platforms
- (B) Neanderthals
- (C) People in industrialized nations
- (D) Teenagers

4. **What is an appropriate theme for the image?**

- (A) Humankind is devolving
- (B) Humankind is evolving
- (C) People are, in essence, animals
- (D) Social media will lead to our extinction

5. **Write a personal response paragraph in which you agree or disagree with the sentiments of the artist. Be sure to support your answer with specific references to visual elements and issues in society. (6 marks)**

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---



Retrieved from:

<https://www.adforum.com/creative-work/ad/player/34484943/dodgeball/moms-demand-action>

**Circle the letter of the most correct response. (4 marks)**

1. **Who is the intended audience?**

- (A) Children
- (B) Dodgeball enthusiasts
- (C) Government policy makers
- (D) Parents

2. **What is the tone of this image?**

- (A) Arrogant
- (B) Frustrated
- (C) Indifferent
- (D) Threatening

3. Which most accurately describes Moms Demand Action?

- (A) Blogger
- (B) Government Department
- (C) Parents
- (D) NGO

4. What is the mood of the image?

- (A) Calm
- (B) Hurt
- (C) Indifferent
- (D) Worried

5. Define juxtaposition. Identify the juxtaposition within this image. Explain how it is used effectively. (6 marks)

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---