

Media's influence on us

Activity 8.1



Plan an educational media campaign for children using the following questions

Name of educational media campaign

Who is the campaign target?

What is the main message of the campaign? (3/4 main messages)

What media elements did the campaign use – slogan, logo, celebrities, characters, music, humour, colour or images?

What is the slogan of the campaign? (It should be catchy and easy to remember)

What celebrity could promote the campaign?

What music could promote the campaign? (It should be catchy and relevant to the topic)

Why should the campaign be important to young people, in your opinion?

How is information communicated in the campaign?

On social media		On television		On radio	
In magazines		In comics		Online	

Name: _____ Class: _____