Glossary

Advertising	An advertising message does one of four things: tells us something we need to know, persuades us to buy a product, change our behaviour, or puts forward a point of view. In the context of these lessons, the advertising messages we see in the media encourage us to use or buy a particular product or brand – food, toys, clothes, or games.
Assumption	Something that is accepted as true, without any proof.
Celebrity ambassador	Having a famous person drinking a drink or using a phone can help to make the drink or phone more popular.
'Fake News'	See misinformation.
Fantasy	Make believe, something that isn't happening in real life.
Hidden advertising	Products that are advertised in movies, in television shows or at sporting events in a subtle manner. This is also called product placement.
Information	Facts provided or learned about something or someone.
Logo	An image that people associate with a product eg, the Nike Tick, the Apple apple.
Media	The name for many forms of communication that carry a message.
Misinformation	False or inaccurate information, especially that which is deliberately intended to deceive.
Need	Something you have to have, something you can't do without, for example air or water.
Persuade	Induce (someone) to do something through reasoning or argument.
Persuasion	To talk someone into doing or thinking something.
Point of view	The perspective or opinion we hold on something
Product	Food, clothes, games, books, toys and technology.
Product placement	When companies pay to have their products featured in the movie or on television.
Reality	Something that is happening in real life.
Slogan	A catchy phrase to encourage people to buy or use your product.
Smaller	The world feels 'smaller', this means that information about anything going on in the world is accessible very easily.
Stereotype	A label put on a group of people based on narrow assumptions.
Stereotyping	Labelling a group of people with a particular set of looks, personalities, likes and dislikes or other characteristics.
Want	Something you would like to have, like a particular pair of trainers, or a bar of chocolate