

# What is the Media?

## Activity 1.2



### Match the media and the advertising objective

Cinema	Trailers to promote a new movie before a new movie begins
Magazines	Advertisements for a new toy or game in between magazine articles
Logos or messages on clothing	Encouraging you to buy a brand of clothes with the same brand
Posters	Promoting a new toy, game, food or movie on streets or buses
Television	Advertisements promoting a new toy, game, food or movie in between television programmes
Radio	Advertisement for a new movie or a music album in between radio programmes
Websites	Promoting a new toy, game, food or movie on their websites
Video games	Trailers to promote a new video game
Apps on tablets	Advertisements promoting a new toy, game, food or movie on apps or tablets games
Social media	Advertisements promoting a new toy, game, food, movie or a music album or special offer on social media profiles

Name: \_\_\_\_\_ Class: \_\_\_\_\_