

Media Mash-Up Challenge

Teacher/Period: _____

Teammates: _____

Name of Project: _____

Discussion Questions:

1. Why did you decide to choose this ad or news clip?
2. Do the images you SEE match up with the audio you HEAR?
3. What different kinds of audio is there? (Talking? Narrator? Actors? Music? Sound effects?)
4. What kind of text is included?
5. What messages is this sample trying to send?
6. What do you think is MISSING? What did they LEAVE OUT?
7. Who is "behind" (supporting) this message? What is their goal?
8. Who is the target audience?
9. What kind of "techniques" are being used to convey the message? Is it informative? Persuasive? Logical? Emotional?
10. What would you like to say back or ask?