Name: _____ **Hacked Ads - SCWAAMP**

Critical consumers are critical readers. They read WITH the text (looking for the intended meaning/message), WITHIN the text (what other messages are there), and AROUND the text (making text-text, text-self, and text-world connections). Your job is to not only be a critical reader, but to also talk back and put the truth back in that might have been left out.

Once you find an ad that interests you, read **WITH** the text.

- What is the intended **purpose**? (What is the ad trying to convince you to do?)

Then, read **WITHIN** the text.

- What **identities** (think SCWAAMP) are being valued or glorified? How do you know?

- What **truth was left out** of the ad?

And read **AROUND** the text.

- List other text-text, text-self, text-world **connections**. What does this ad remind you of? What does it make you wonder?

Now imagine the ways that you can *put the truth back in*!

- What **changes** did you make to your advertisement? Why?

- What is **the new message** of your advertisement?