

Name _____ Date _____ Period _____

**Video: Discovering Language Arts
Note-Taking Guide**

Directions: Please write down 2-3 key points from the video for each of the sections below.

1) Advertising Images

2) Evaluating Media

3) Television Genres

4) Stereotypes in Media

5) Language Choices

6) Images, Sounds, & Symbols

7) **Media Watch**

8) **What's On and Who's Watching**

9) **Made to Appeal**

Persuasion Techniques

Name Calling or Innuendo-

Glittering Generalities -

Bandwagon-

Testimonials-

Appeal to prestige, snobbery, or plain folks-

Appeal to emotions-

Card Stacking-

HW: Find an advertisement that uses 1-2 of the above techniques. Bring in the ad with a 1-2 sentence write up explaining the ad and the persuasive technique(s) it used.