On the road to healthy relationships...with the media! From social media to television and podcasts, media is engrained in so many parts of our lives. It’s important to consciously consume content by understanding potential motives, the purpose, and the origin of the messages we receive. Being media literate can empower you to be critical thinkers and prepare you to live, learn and thrive with media. Draw a line to match the Core Question that best answers the Core Concept, then apply your media literacy skills to your social media feeds.

**CORE QUESTION**

- All media is constructed.
- Media messages are constructed using a creative language with its own rules.
- Different people experience the same media message differently.
- Media have embedded values and points of view.
- Some media messages are organized to gain profit and/or power.

**CORE CONCEPT**

- Who created this message?
- What creative techniques are used to attract my attention?
- How might different people understand this message differently?
- What values, lifestyles and points of view are represented in or omitted from this message?
- Why is this message being sent?

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**CHECK OUT THE ADVERTISEMENT PRESENTED AND ANSWER THE FOLLOWING QUESTIONS BELOW!**

What creative techniques are used to attract my attention?

How might different people understand this message differently?

What values, lifestyles and points of view are represented in or omitted from this message?

Why is this message being sent?
MEDIA LITERACY IN ACTION

Subtle promotions and advertisements can always be found in the media and the impact can be huge! Check out some real-life examples provided below and then complete the activity.

Kris Jenner—Casual Post of Her Daughter or Is There More to It? The post and caption are encouraging viewers and fans to check out the blog, Poosh, and praises the oil diffuser in the post which is available for sale on her site!

Notice an increased hype over certain merchandise? Ask yourself, “Is there anyone with a high influence promoting this?” The media can do big things for brands! Make sure you understand the source.

**SPOT IT YOURSELF**

Check out your own Instagram, Twitter, etc. and spot a media message somewhere on your timeline! Here’s a hint: take a look at the celebrities you follow. They are usually always promoting something! Describe it below:

Follow @TeenHealthVibe

healthcorps.org