

Name: _____



Assess your ability to evaluate how much you are exposed to different media.

I listen to the radio. ☐ less than one hour a day ☐ 1–2 hours a day ☐ 2–3 hours a day ☐ more than 3 hours a day	I read newspapers. ☐ less than one hour a day ☐ 1–2 hours a day ☐ 2–3 hours a day ☐ more than 3 hours a day
I download movies, rent movies, or go to the movies. ☐ less than one hour a day ☐ 1–2 hours a day ☐ 2–3 hours a day ☐ more than 3 hours a day	I surf the Internet. ☐ less than one hour a day ☐ 1–2 hours a day ☐ 2–3 hours a day ☐ more than 3 hours a day

I watch TV. ☐ less than one hour a day ☐ 1–2 hours a day ☐ 2–3 hours a day ☐ more than 3 hours a day	I read magazines. ☐ less than one hour a day ☐ 1–2 hours a day ☐ 2–3 hours a day ☐ more than 3 hours a day
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Now complete these sentences.

One thing that I was surprised to find out about the advertising content in the print medium I chose to analyze (in Lesson 15 — A2) was _____.
One thing that I was surprised to find out about the advertising content in the audio-visual medium I chose to analyze (in Lesson 15 — A3) was _____.
I think it is/is not (Choose one!) fair for advertisers to aim their advertisements at certain groups of people because _____.