Child-Focused Advertisement Search

Children’s Literature 2016—In Class Assignment

**Objective** Today, you will be exploring the roles of children in society, as well as analyzing the way in which they are represented in the media. You will be using technology and various social media sites to search for advertisement that represents children in some way. Lastly, you will critically analyze the image in a written reflection.

**Step 1:** Log into your Google Docs using your school account

**Step 2:** Access Google Classroom

* Click the + sign to add a class.
* Use the CODE **b4r5c1p** to join my class

**Step 3:** Click on the “Child-Focused Advertisement Search to open this assignment.

* Click **Add** Google Docs to create the document that you will use for this assignment. This will automatically put your assignment into a folder that I will have access to.

**Step 4:** Spend some time searching for advertisements/pictures that include or represent children in some way. Perhaps this is a picture of a child, a quote about being a child/growing up, a clothing or toy advertisement, etc.

**Step 5:** Choose one image to focus on. Copy the image onto your Google Document, including the link to the website. This image should take up the whole page (expand the image to fill the page.)

**Step 6:** On the second page, answer the following questions in complete sentences:

* Describe the image in your own words. What is occurring in the ad?
* How is the child/are the children pictured/represented in the image? What statement is this picture making about childhood?
* What colors are prominent? What is the *tone (author’s attitude, purpose)* of the image? How does it make you feel (*mood)*?
* Why do you feel this way?

**Step 7:** Print this assignment (double-sided) before you leave class today!

**Rubric:**

I have included a picture/image that represents children in society/childhood. The picture is enlarged and takes up most of the space on the page. I have included the link to the image.

 \_\_\_\_\_\_\_\_ 5

 \_\_\_\_\_\_\_\_ 15

I answered the guiding questions in a written reflection using complete sentences. I thoroughly reflected on each questions and answered the prompt using critical thinking and analysis.

**Total** \_\_\_\_\_\_\_\_\_\_\_\_20