

Name: _____

Date: _____

Study Skills Worksheet

A media text is produced with a very specific purpose. For instance, news programs are meant to inform; television shows like *Sponge Bob* is meant to entertain, and an advertisement is meant to sell you a product or convince you to do something.

All media text is directed towards a specific audience and are constructed in such a way to appeal to certain people.

Media text 1: Banner Ad



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Date: _____

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Media text 2: Web page



Orange juice is a favourite beverage for many throughout the world and has health benefits that includes heart health, decreased inflammation, and a reduced risk of kidney stones.

THIS FRUIT IS HIGH IN MANY NUTRIENTS.

Calories: 110

Protein: 3 grams

Carbs: 26 grams

Vit C: 67% of the Reference daily Intake (RDI)

Folate: 15% of the RDI

Potassium: 10 % of the RDI

Magnesium: 6% of the RDI

Questions

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1. What do both media text have in common?

- ☐ They are informing you of the importance of drinking orange juice.
- ☐ They are encouraging you to buy orange juice.
- ☐ They are informing you of the importance of drinking natural juice.
- ☐ They are encouraging you to drink orange juice.

2. What is the focus of the texts? Match the text with the focus.

SORT ELEMENTS

- advertise a natural brand of orange juice
- Inform readers about the health benefits of orange juice

Media text 1	
Media text 2	

3. Your teacher wants you to find out some facts about orange juice. Which media text should you use and why?

4. Who is Orange Brand Ltd in media text 1?

5. What flaw do you see in media text 1?
