



Information Fair – Media—Critical Thinking

Purpose:

To practice critical thinking skills that were discussed during the training.

Materials:

You Tube Commercial from Gatorade:

http://www.youtube.com/watch?v=kQgrY0TOdLQ&feature=player_embedded

Setup:

View video then debrief.

Debrief Questions:

1. What do you think the message of this advertisement is?
2. What is it selling? (if participants say the product, push them further to say what idea is it selling? What do you think they are trying to convince you when you buy Gatorade)
3. How do you feel about the message that is portrayed?
4. What would you do to “critically think” about this product? What steps would you take?
5. How will you look at advertising after this discussion?