

Grade 7 EMS Worksheet

Assessment Task: Advertising media

Advertising media (Group activity)

Hold a competition in which the groups in your class compete against each other. Each group should write down as many examples of advertising media as possible in ten minutes.

Group assessment checklist

Criteria	Yes	No
Our group could write down about as many examples of advertising media as the rest of the groups.		
Our group mentioned advertising media that other groups could not.		
Our group members appreciate the diversity of advertising media available.		
Our group inspired each other to think together well as a team.		

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Suggested Solutions

Question number	Possible marks	Solution
1	None	Advertising media: Social Media – such as facebook, twitter, instangram Television Radio Magazines Newspapers Newsletters Classifieds Internet websites (own) Internet links Internet websites classifieds – such as Junkmail or Gumtree Cell phone advertising through text messages E-mails sent out to client lists Pamphlets Flyers Billboards Street pole advertisements Ads at the bottom of statements or accounts

Appendix of Assessment Tools

Group assessment checklist

Criteria	Yes	No
Our group could write down about as many examples of advertising media as the rest of the groups.		
Our group mentioned advertising media that other groups could not.		
Our group members appreciate the diversity of advertising media available.		
Our group inspired each other to think together well as a team.		