1. **Observe** the following *2 media texts* and **evaluate** how **effectively** the information, ideas, issues, and opinions are communicated by:

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| **Characteristics of media texts** | **Evaluate****Media text 1** | **Evaluate****Media text 2** |
| **Decide** whether the texts achieve their **intended purpose**? Explain why? |  |  |
| **Who** is this advertisement’s **target audience**? Explain why? |  |  |
| **Where** would the ad be the most beneficial? Be as specific as possible. |  |  |

1. Which advertisement (Media text 1 or Media text 2) is **more persuasive** and explain why? Support your answer by using **concrete examples** from the media text chosen.

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