

Media Literacy Vocabulary:

6th grade:

Media Literacy

Access

Analyze

Evaluate

Counter Ad

Brand

Tagline

Target Audience

Stereotype

Product Placement

Deconstruction

Logo

Neocortex

Limbic

Icon

7th grade:

Gender

Values

Lifestyle

Embedded

Representation

Manipulation

Objectification

Marketing

Inference

Subtext

Assumptions

Persuasion

Ethics

Normal

Average

8th grade:

Addictive

Compulsive

Impulsive

Omission

Disposable

Sweatshop

Bias

Demographics

Consumerism

Globalization