**Media Journal**

Due: September 20

Submit: as Excel and Word documents, on Moodle

Documents should be named “lastname\_firstname\_mediajournal.xlsx” and “lastname\_firstname\_mediajournal.docx”

For one 24-hour period, keep a journal of your interactions with media. This will get you in the habit of thinking more critically about the media you consume and the advertisements that accompany it.

Write your journal in the provided Excel template. I expect you to have at least 40 entries, but you will likely have more than that.

Choose three entries to elaborate on. \*\*\*These entries must have advertisements\*\*\* Answer the following questions for each chosen entry. Please write in complete sentences.

**Analysis 1**

Entry #:Click or tap here to enter text.

Media Title:Click or tap here to enter text.

What products or services are the ads selling?

Click or tap here to enter text.

Do the ads use images, words, moving images, or sounds?

Click or tap here to enter text.

How are the ads displayed, relative to the media?

Click or tap here to enter text.

Do they require you to click through them to continue your media experience?

Click or tap here to enter text.

Do they appear to be tailored to you, as in, based on your interests and habits?

Click or tap here to enter text.

**Analysis 2**

Entry #:Click or tap here to enter text.

Media Title:Click or tap here to enter text.

What products or services are the ads selling?

Click or tap here to enter text.

Do the ads use images, words, moving images, or sounds?

Click or tap here to enter text.

How are the ads displayed, relative to the media?

Click or tap here to enter text.

Do they require you to click through them to continue your media experience?

Click or tap here to enter text.

Do they appear to be tailored to you, as in, based on your interests and habits?

Click or tap here to enter text.

**Analysis 3**

Entry #:Click or tap here to enter text.

Media Title:Click or tap here to enter text.

What products or services are the ads selling?

Click or tap here to enter text.

Do the ads use images, words, moving images, or sounds?

Click or tap here to enter text.

How are the ads displayed, relative to the media?

Click or tap here to enter text.

Do they require you to click through them to continue your media experience?

Click or tap here to enter text.

Do they appear to be tailored to you, as in, based on your interests and habits?

Click or tap here to enter text.