**Media Literacy Reading Response**

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| **What is media literacy:** | **Tools used in media:** | **Q4: What are the primary tools being used in this TV news story?** | **Q7: Which one of these is a more formal venue for information? Twitter or World Book Online?** |
| **List the types of media:** | **Q2: What are the primary tools being used to advertise Jif Peanut Butter?** | **Q5: What are the primary tools being used in this documentary about Steve Jobs?** | **Q8: Which one of these is a more formal venue for information? Origami Yoda Blog or Dallas Morning News website?** |
| **Q1: List 5 places you access media & the type of media:** | **Q3: What are the primary tools being used to advertise Evian bottled water?** | **Q6: What are the primary tools being used in this online news article?** | **Q9: Why is it important for you to know how to be media literate?** |