

# Media's Importance to You

As you know now, media is all around you. It affects how you view yourself and your life. It shapes the choices you make. Media tells you to listen to a particular song, buy a certain brand of shoes, or choose a movie to watch.

Media creators know this. They understand that if they put a beautiful girl in a newspaper ad for a certain cell phone, many people will want to buy that phone. They know that when they put a song in a popular movie, many people will leave the theater wanting to buy that music.

Your favorite form of media makes you feel a certain way. It affects your life in a specific manner, as well. For instance, a girl who reads a popular book series may feel happy and smart. She may feel her heart racing as she turns the pages. She might find that she hurries through homework and walking the dog so she can have more time to read. She may even find that reading these books has inspired her to become a writer.

**Directions:** In the space below, write down your favorite form of media. Refer to the list you made on page 10. Then, explain how your favorite form of media makes you feel and how it affects your life.

This image shows a single sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.