

Name: _____

Media Literacy Reflection: “The Story of Bottled Water”

Explain three new things that you learned from watching this video. Why did these ideas stand out for you?

Consider the cartoon graphics used in this video. How does it enhance the message?

The bottled water industry used different marketing tactics to appeal to consumers. Choose one tactic and explain what they did. Why was this strategy effective?

How can you “Take Back the Tap”?