

Analyzing Advertisements

Being media literate includes knowing how to read ALL types of texts, including ads. You are exposed to ads every day - on the radio, on TV, on websites, on social media, on billboards, on trucks passing you on the street. It's everywhere!

You will:

Identify three different ads;

Read texts critically to identify the techniques advertisers use to convey their message;

Analyze the overall effectiveness of these ads;

Analyze your reactions to different types of advertising.

	"TV" Ad:	Print Ad:	Social Media Ad:
First Response: What is your initial, gut reaction to this ad?			
List the Literal: Who/what is in the ad? What colors are used? How much of the space is filled vs. empty? What fonts are used? Images? How much text? What does it say? Are there any symbols or allusions? What are these items:			
Describe the 'Plot': What story is being told? Who/what are the characters?			
Ambiance: Describe the setting, tone, and general FEEL of the ad. Use active verbs and descriptive adjectives to note at			

<p>least THREE specific items that create this ambiance.</p> <p>Why did they use this setting? What was the goal of using this tone?</p>			
<p>Attitudes: What sociological, political, economic or cultural attitudes are indirectly reflected in the advertisement?</p>			
<p>Who is the target audience of the ad?</p>			
<p>Who sponsored the ad?</p>			
<p>What is the ad trying to get you to do: make a purchase, change behavior, donate, watch, other?</p>			
<p>Final Response:</p> <p>After studying it, how do you feel about the ad? Did your response change? Why or why not?</p>			
<p>To what extent was it effective? Include at least three clear reasons to support your claim.</p>			