

Persuasion

Project 2: Advertising Analysis

The goal of the second project is to analyze a set of advertisements based on some of the principles we have encountered in the course. All projects should be done individually.

You should first identify a set of advertisements to analyze. For example, you could examine how the same advertiser makes use of different media (channels) and the extent to which the message is similar or different across those channels. Or, you could examine ads for the same type of product geared to different groups (e.g., how are cigarettes marketed to men and women?). The ads can be in any media, for any product, though I advise sticking to ads you could discuss during “family time” on network TV.

You may want to make use of some of the following online resources:

- The Ad*Access Project presents images and database information for over 7,000 advertisements printed in U.S. and Canadian newspapers and magazines between 1911 and 1955.
<http://scriptorium.lib.duke.edu/adaccess/>
- Many of the more recent TV commercials from Anheuser-Busch are available online:
<http://www.budweiser.com/wholesale/>
- The Ivory Project, from the National Museum of American History, contains hundreds of interesting print soap ads from 1838-1998, primarily for Ivory soap but also including other brands. Interesting to track the portrayal of women in particular through these ads:
<http://www.americanhistory.si.edu/archives/ivory/>
- A large advertising archive: <http://www.adflip.com/>
- Wow! A ton of links to ad sites (and other info – be sure you’re looking at actual advertising):
<http://advertising.utexas.edu/world/index.asp?pageid=Ads>
- And don’t forget – you could tape the Superbowl! Lots of ads there!

Then you will write an analytical paper about the experience. Your paper should include the following:

- A description and analysis of the tactics used in the ads, especially focusing on some kind of comparison (e.g., channel, audience), using concepts we have discussed in class (CITE your sources using APA style). You should go beyond Cialdini’s weapons of influence and consider the models used in the Petty and Cacioppo text. Consider especially: “Who says what to whom”, and the Elaboration Likelihood Model (to be discussed 2/14)
- An analysis of how these tactics are likely to work or not work, and for what audience, based on information in the text.
- A reference list, in APA style!

Papers will be evaluated based on your knowledge of the topic, your ability to draw connections between the persuasion strategies in the ads and what you learned in class, and your organization and clarity of thought. Remember that a “C” means you have done the basic assignment. “B” and “A” papers will find more than the surface connections, go into more depth and analysis, bring in additional information and/or in other ways **demonstrate critical thinking and analysis skills**.

Papers should be a minimum of 1000-1500 words, or 4-6 DOUBLE-spaced pages and are due on the day of the presentation unless otherwise specified.

Finally, you will make a presentation to the class. The presentation is NOT expected to be interactive. I DO *require* the use of PowerPoint, and you should bring examples of the ads you analyzed. Your presentation may only explore a subset of the analysis in your paper and is expected to **ONLY last 5-7 minutes** (with maybe a couple of minutes for questions after). All presentations will be given on THURSDAY, FEB 23rd (this is a change!)

Presentations will be evaluated on content (e.g., clear descriptions, analysis), clarity, structure and organization (e.g., how you set up the presentation), delivery (e.g., clear speech, eye contact), quality of external materials (e.g., PowerPoint, handouts), and creativity. Please submit a copy of your PowerPoint presentation to me.