

Standard – Task 2

Students will recognize various techniques of persuasion in advertising.

Advertisements

There is more to advertising's message than meets the eye. An effective ad, like other forms of communication, works best when it strikes a chord in the needs and desires of the receiving consumer – a connection that can be both intuitive (perceived or found out through intuition) and highly calculated.

With this in mind choose an advertisement. This may be an advertisement found in a magazine or a commercial on television. Answer the following questions to analyze the ads or commercials. You may be surprised at the messages you uncover.

1. What is the general feel of the advertisement? What mood does it create? How does it do this?
2. What is the design of the advertisement? How are the basic components (the pictures or characters) arranged?
3. If there are figures (men, women, children, animals) what are they like? What can be said about their facial expressions, poses, hairstyle, age, sex, hair color, ethnicity, education, occupation, relationships (of one to the other)?
4. Where is the advertisement taking place, and what significance does the background have?
5. What action is taking place in the advertisement and what significance does it have? (This might be described as the ad's "plot.")
6. What theme or themes do we find in the advertisement? What is it about? (The plot of an advertisement may involve a man and a woman drinking but the theme might be jealousy, ambition, passion, etc.)
7. What techniques are used: humor, alliteration, "definitions" of life comparisons, or other?
8. What is the item being advertised and what role does it play in American culture and society?

Advertisement Rubric

	20	10	5
Analysis of Questions	Depth of student responses reflects effort in answering the questions.	Some depth to student responses somewhat reflect effort in answering questions	Students work does not reflect effort in answering questions