**Name \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Per# \_\_\_\_\_\_\_ Date \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Name of Ad \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Assignment: Ad Analysis**

You will choose THREE Advertisements and answer the following questions for EACH. Turn in one worksheet for each ad.

**Purpose**What is the name of the product being advertised? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Describe the product.

How does the writer want to affect the viewer’s attitudes or behavior?

What central claim does the ad make?

**Language and Graphics**What is the focal point of the ad?

How does the use of color direct your attention? What tone does color set for the ad?

How does the designer use language to accomplish a purpose with the target audience?

Is the style of writing formal, professional, academic, conversational, friendly, or casual?

**Audience**Describe the TARGET audience. If it was a person, what type of person would it be?

Why should the audience care about this product or service or subject?
How is it relevant to the audience?