Group Analysis of an Ad

|  |  |
| --- | --- |
| **Intended Audience** | How do you know?  Seek clues in the advertisement and explain them. |
| **Who the Advertisement Exploits** | How do you know?  Seek clues in the advertisement and explain them. |
| **Analysis of Visual Production Techniques** | What do colours symbolise?  What it the effect of light / dark areas  What is the effect of the SIZES of visual elements and text?  Where does the logo appear in the ad and how is this significant?  What story do the images tell?  How does text affect the message of the ad? |
| **What is NOT being said?** | Taking the advertisement as a whole, consider the message that is independent of the words on the page.  What’s being implied? |
| **Ethos / Pathos / Logos** | What are examples of the advertisement appealing to the audience’s character? Or using characters in the ad to persuade?  What are examples of the ad appealing to the audience’s emotions?  What are examples of the ad appealing to the logic? |
| **Appropriate or Offensive?** | Conclude whether or not this ad is appropriate or offensive and provide reasons why you reach this specific conclusion. |

Group Analysis of an Ad

|  |  |
| --- | --- |
| **Intended Audience** | How do you know?  Seek clues in the advertisement and explain them. |
| **Who the Advertisement Exploits** | How do you know?  Seek clues in the advertisement and explain them. |
| **Analysis of Visual Production Techniques** | What do colours symbolise?  What it the effect of light / dark areas  What is the effect of the SIZES of visual elements and text?  Where does the logo appear in the ad and how is this significant?  What story do the images tell?  How does text affect the message of the ad? |
| **What is NOT being said?** | Taking the advertisement as a whole, consider the message that is independent of the words on the page.  What’s being implied? |
| **Ethos / Pathos / Logos** | What are examples of the advertisement appealing to the audience’s character? Or using characters in the ad to persuade?  What are examples of the ad appealing to the audience’s emotions?  What are examples of the ad appealing to the logic? |
| **Appropriate or Offensive?** | Conclude whether or not this ad is appropriate or offensive and provide reasons why you reach this specific conclusion. |