

Print Advertising - Analysis



Name: _____

Team H – LA – Allen/Stine

1. Advertisement # _____
2. What product, service, or point of view is represented in this print advertisement?
3. What is the purpose of this advertisement? (For example, is it to educate? Entertain? Inform?) Explain
4. What is the message of this advertisement? Explain.
5. What advertising (propaganda) technique(s) are used to attract the viewer's attention?
6. What advertising (propaganda) technique(s) are used to make this advertisement believable to the consumer?
7. Describe how these techniques are represented in the advertisement.

