Print Advertising - Analysis



Name:			
INGITIC.			

	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.

8.	What does this advertisement say to the consumer? (What lifestyles, values, opinions, and points of view are represented?)
9.	What makes the advertisement biased in some manner? How is this bias demonstrated? (What has been included/left out of the advertisement?
10.	Why would the advertisement's creators or product makers have the need to be biased in their advertising?
11.	Would someone be likely to believe this advertisement? Why or why not?
12.	Do you agree with this advertisement? Why or why not?