

Topic 8: Examining Advertisements & Media

Name: _____

- 1) Who is the target audience? (*women, men, teens, seniors, children...*)
Why do you think so?



- 2) What is the ad trying to sell?

- 3) How does the ad sell the message?

Image elements – black & white, colour, special graphics...

Emotional appeal – fear, anger, mystery, confidence, love...

Is the ad negative (the other products bad/worse) or positive (look how good it is)?

- 4) What facts are being used in the ads?

Where do you think these facts come from?

- 5) What scientific claims are being made?

How could we test the claims?

