***Advertisement Analysis worksheet.***

***Name:***

Advertisement Information ***–***

1. What product, service, or point of view is being advertised?

2. Who is responsible for creating this advertisement?

3. What is the purpose of this advertisement? (For example, is it intended to educate, entertain, or inform?)

4. What advertising techniques are used to attract a viewer’s attention and to make the advertisement believable?

5. Who is the anticipated audience of the advertisement?

6. What lifestyles, values, opinions, and points of view are represented?

7. Is the advertisement biased in some manner? How is the bias demonstrated?

8. Why would the advertisement’s creators or the product makers have the need to be biased in their advertisement?

9. How might some people understand this advertisement differently from others? Would all viewers agree on what was being advertised and the purpose of the ad? Explain.