**Module 3 Assignment: Analyzing an Advertisement**

**Using the information you have learned and explored to this point, you are ready to practice analyzing advertisements. In the same way that you might take a wind-up toy apart to see how it works (or why it stopped working), you will take advertisements "apart" by identifying and examining their various elements, techniques and claims.**

**When analyzing an advertisement, remember that its job is to promote a product, idea or cause to a consumer. Consider these points when analyzing an ad:**

* **Summarize what you see and hear in the ad. Imagine that you're describing the ad to a friend on the phone. This can help you think about the ad and how it was put together.**
* **What is the ad's setting? What does it suggest about the company's message to consumers?**
* **Consider the target audience. What group is the ad trying to reach?**
* **Does the ad present positive or negative messages about race, gender, body shape, social status, etc.?**
* **What elements grab your attention? This can be images, music, people, etc.**
* **Which marketing strategy is used?**
* **What are the ad’s obvious messages? What does it say about the product or service and why you should buy it?**
* **What less-obvious message(s) do you get from the ad? Describe any intentional or unintentional messages that do not relate directly to the main message, but still affect how someone might react to the ad.**
* **Which approaches are used?**
* **What is the ad's claim?**
* **How effective is the ad?**

**Your assignment may be completed in a format of your choosing (ie. Word Doc, PowerPoint, Prezi, Etc.)**