

Critiquing Advertisements

Directions:

1. Identify three different advertisements with each using a different medium (print, web, television, radio, social media, billboard, etc.).
2. Develop a report which answers at least the following questions about each advertisement:
 - What is being advertised in the ad
 - In your opinion, who is the target market; does the advertisement appeal to this market; are any consumers not represented or appealed to in the advertisement
 - How did you react to the advertisement
 - What is the literal and/or implied message of the advertisement
 - What was the desired outcome of the advertisement; do you think the advertisement effectively conveyed this message
3. Be sure to include the advertisements you selected in the report.