

Name _____ Period _____

English 10 • Unit 6: Persuasion • Persuasive Appeals Assignment: Ad Analysis

Instructions

SEARCH THROUGH SEVERAL different magazines in the Media Center for advertisements that use different types of persuasive appeals. Each ad should contain a different persuasive appeal. Each ad should be from a different magazine. No two students should have the same issue of *any* magazine. Look through your notes as well as page 574 in your textbook for a refresher on the exact terminology regarding persuasive appeals. Once you have selected your advertisements, make a copy of each. Use the space provided below to organize the information about each ad, as well as the conclusions drawn from your analysis.

Advertisement One

PRODUCT: _____

COMPANY: _____

SLOGAN: _____

SOURCE: _____

INTENDED AUDIENCE: (*age, gender, interests, income, etc.*) _____

PERSUASIVE APPEAL(S) USED: _____

JUSTIFICATION (*write a well developed paragraph that explains why this ad fits one or more of the persuasive appeals and how it is intended to influence the audience described above*)

Advertisement Two

PRODUCT: _____

COMPANY: _____

SLOGAN: _____

SOURCE: _____

INTENDED AUDIENCE: (*age, gender, interests, income, etc.*) _____

PERSUASIVE APPEAL(S) USED: _____

JUSTIFICATION (*write a well developed paragraph that explains why this ad fits one or more of the persuasive appeals and how it is intended to influence the audience described above*)

Please have copies of both advertisements stapled to this analysis sheet and ready to hand in at the beginning of our next class.

