

Name _____ Date _____

Analysis Chart

1. What person or organization is the source of the ad?

2. What audience do you think the ad is trying to reach?

3. What position have the people who placed this advertisement taken?

4. What kind of opinion or action are they hoping to get from readers?

5. Can you determine from the ad what other views people might have on this subject? Explain.

6. Do you recognize any advertising techniques you've seen in other advertisements? Explain.

7. What attention-grabbing and/or persuasive words did the advertisers use?
