

Student Names: _____

Date: _____

Critically Studying Advertisements

Directions: Use the form below to quickly explore and explain your group's advertisement.

Name of the product: _____

Name of publication where ad appeared: _____

Colors used?	Who is represented? What objects appear in the image?	What words are used in the advertisement?	What words entice the viewer to buy?	Do you like the advertisement? Why or why not?