

Name: _____ Date: _____

Let's Take a Look at Ads



Instructions: Either watch or look at the ad you have chosen. Then answer the following questions:

1. What is happening in the ad?
2. What objects in the ad can you identify?
3. Which general time period do those objects come from (historical past, present, or future?)
4. Are there people in the ad? What are they doing?
5. What kinds of feelings do the facial expressions or body language suggest (for example, joy, pain, anger, etc.)?
6. Can you tell where the ad takes place? What about the buildings or setting give you clues to the location?
7. What are the people wearing? Do their clothes fit the setting?
8. What is the ad selling?
9. Are you part of the ad's audience?
10. What interests you the most about the ad?