PROPAGANDA: Social Studies

Analyzing Advertising Worksheet

Advertisements are constructed of different components put together by a team of art directors, graphic designers, copywriters, and producers to convince us to buy the product or service being advertised.

Each ad typically contains the following elements:

1. Target audience – the group of people the product is intended to be sold to or the ad is to be seen by (It may not be the person who will eventually pay for the product, such as a toy ads target the child, but the parent will probably be the buyer.) Some target audiences might include: teenage boys (age 13-17), young children (age 4-10), amateur/college athletes, mothers, grandmothers, teachers, guys who love cars, and so on.

2. Copy – the words in the ad that give information about a product

3. Font – specially designed letters

4. Logo – symbols that stand for the company

5. Brand name – the name of the product

6. Slogan – the sentence or phrase intended to sell the product

7. Character – a person, animal, or creature that is identified with a particular product

8. Company name – the name of the company that produces the product or has it manufactured

Looking at the ad you have selected, try to identify the following for the ad:

1. Target audience: _____

2. Copy: _____

    _____

3. Font (If you don't know name, describe its characteristics.): _____

    _____

4. Logo (Sketch it here.):

    _____

5. Brand name: _____

6. Slogan: _____

7. Character: _____

8. Company name: _____

Teen Thoughts on Democracy