

Your Name _____

Date _____

Language in Advertising

Part 1

1. Name three products you remember the advertisements for.

What types of products were they?

(Product = Clothes, music, food, bank, etc.)

Name brand (product name) product description

a.

b.

c.

2. How were these products being advertised? TV, print, radio, Internet, etc.?

a.

b.

c.

3. Describe one of the above advertisements using the following questions:

What was being advertised? (product)

Who was explaining, using, modeling, or holding, the item?

Where was the advertisement set? (on the beach, in a house, in an office, etc.)

When was the advertisement taking place? (at night, in the winter, on the weekend, in the morning, etc.?)

4. Describe how you think they were trying to get people to buy the item. (Think about the language used during the advertisement)

5. Did you ever buy this item, or want to buy it or use it?

AND

Why or why not? (Please write at least a 5 sentence explanation.)

Part 2

Take a Look at these websites and Think about the use of Propaganda in the Advertisements you mentioned earlier in the assignment. Use the questions as your guide.

www.propagandacritic.com

www.pbs.org/wgbh/pages/frontline/shows/cool

Using the Website on Propaganda answer the following questions.

6. How did the advertisements you mentioned above sell their product? (i.e. word games, special appeals, or false connections.)

7. Which form of advertisement (word games, special appeals, or false connections) in your opinion works best? Explain by using examples.

Using the PBS Website answer the following questions.

8. How are Advertisement Companies targeting High School students? (How are these companies defining “Cool”? Sight specific examples of figures in the public eye that appear cool.)

9. In your opinion, which Media Giant most influences you and why? (Give specific examples)

10. Read one Interview given by a media executive, market researcher, or cultural critic and explain their stance. (Write at least a 5 sentence Summary)