

## OLYMPIADS SCHOOL/GRADE 7 AND 8 WRITING/HANDOUT 8

### MEDIA LITERACY AND CRITICAL THINKING

#### ANALYZE AN ADVERTISEMENT AND CREATE YOUR OWN

Go to Google Images (<http://www.google.com/imghp>) and find three advertisements that appeal to you. Try to determine the following features of each ad:

Who is the target audience?	
Who is represented in the advertisement?	
Who is the ad intended for? (age, gender, race/ethnicity, socioeconomic status, etc.)	

Which of the following persuasive techniques are used?

*Examples: Visual metaphors (image that represents an idea), catchy phrases, mood/tone/emotion, endorsements, celebrities, music/sound*

---



---



---



---



---



---

Create an ad for something in your own life. Think about all of the persuasive techniques above when you create. How did deconstructing these three advertisements help you better understand advertisers' methods?

## YOUR AD