

Advertisement Text Analysis Rubric and Worksheet

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Class : RPL1B

Title / Source of Advertisement: Advertisement All-in-One Student App

No.	Criteria / Task	Guiding Questions	Student's Analysis / Findings	Score (1–4)
1	Type of Advertisement	What kind of advertisement is it? (Commercial, Public Service, or Social Awareness)	This is a Commercial Advertisement because it promotes a mobile application called the All-in-One Student App. Its purpose is to encourage students to download the app by highlighting its useful features, convenience, and ability to help them manage campus activities more efficiently.	
2	Text Structure Analysis	Identify and describe each part of the ad: • Headline • Body Copy • Slogan / Tagline • Call to Action (CTA)	<ul style="list-style-type: none"> • Headline : All-in-One Student App – Everything You Need for Campus Life • Body Copy : The All-in-One Student App helps you manage campus life faster, more organized, and stress-free by giving instant access to essential academic information. • Slogan / Tagline : Smart Campus, Smart Life. • Call to Action (CTA) : Download the All-in-One Student App today and experience the convenience! 	
3	Use of Power Words	List the persuasive words or phrases used in the text (e.g., <i>free</i> , <i>amazing</i> , <i>exclusive</i> , <i>save</i> , <i>guaranteed</i>). Explain how they influence the audience.	Power phrases include “All-in-One Solution”, “Instant access”, “Smart Campus”, and “Secure and encrypted”. These phrases make the application feel complete, fast, modern, and trustworthy. They influence the audience to see the All-in-One Student App as a practical and reliable tool for managing campus life, encouraging students to believe it is an essential app for improving their daily academic activities.	
4	Sentence Classification	Classify sentences into: a. Appeal to Mind (Logical): Uses facts or logic. b. Appeal to Feeling (Emotional): Evokes emotion or desire.	a. Appeal to Mind : <ul style="list-style-type: none"> • Check grades & attendance anytime. (Uses factual academic features to show practicality and usefulness.) • Real-time campus announcements. (States a 	

			<p>functional benefit that helps students stay updated instantly.)</p> <ul style="list-style-type: none"> • Secure and encrypted data. (Provides a factual claim about safety and privacy protection.) <p>b. Appeal to Feeling :</p> <ul style="list-style-type: none"> • Everything is under control. Learning feels lighter. (Creates a sense of relief and reduces stress emotionally.) • An app designed to make your days easier. (Appeals to the desire for comfort and a smoother daily experience.)
5	Interpretation / Reflection	What is the main message of the advertisement? How effectively does it persuade the audience?	The advertisement highlights that the All-in-One Student App helps students manage campus activities more easily and efficiently by offering practical features such as grade checking, real-time announcements, and secure data. It persuades the audience effectively through clear benefits and appealing visuals that suggest a smoother and more organized campus experience.
6	Organization and Language	Is your analysis well-structured, clear, and grammatically correct? (Assessed by lecturer)	—

Scoring Guide:

Score	Description
4	Excellent – Complete, clear, and insightful analysis
3	Good – Mostly complete and relevant analysis
2	Fair – Partial or limited analysis
1	Needs Improvement – Inaccurate or incomplete response

All-in-One Student App – Everything You Need for Campus Life

The All-in-One Student App helps you manage campus life faster, more organized, and stress-free by giving instant access to essential academic information.

All-in-One Solution



Check grades & attendance anytime



Real-time campus announcements



Secure and encrypted data

“Everything is under control. Learning feels lighter.”

“An app designed to make your days easier.”

Smart Campus, Smart Life.



Download the All-in-One Student App today and experience the convenience!



Advertisement All-in-One Student App