**Group Analysis Assignment**

**Group members:**

**1 \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**2 \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**3 \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**4 \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**5 \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

In this assignment we will work together in groups to create written analysis of a unique advertisement provided by your instructor. Much like with the images we practiced on, this assignment will ask you to focus on the specific details of the advertisement in order to analyze its meaning and intent.

At the end of the assignment, you’ll be answering 3 key questions:

What is the message this ad is trying to present?

How does it present its message?

Who is the target audience for the ad?

You will be using the specific elements of the advertisement to help answer each of the three questions (above). Remember, when we analyze, we do not just identify the different elements of an image or piece of writing; we also work to explain how and why those elements are important; we explain how those elements connect to other pieces of the image/text: we present our conclusions about those elements.

\*Additionally, please make a list of any language you had to google to understand, either in the advertisement or these instructions. This is part of the academic process and important in both understanding and increasing your vocabulary.

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The first section (below) is designed for you to articulate your observations in writing. You are encouraged to list and discuss up to 5 elements (or more!) in the ad that help you to understand its meaning and intent.

The second section is for you to complete a paragraph that uses your observations to create conclusions about your advertisement.

The practice of writing out these elements and articulating their importance to the ad will help us begin the process of analyzing text (stories), music (lyrics and video) and film. The ability to analyze media will feature prominently in your media makeover assignment as well as your final group presentation.

Be sure and ask as many questions as you need of your group members and your instructor. At this point in our class, we aren’t so worried about being right or wrong but rather in starting a process that we will later develop into critical thinking and media analysis skills.

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Each group has been given an advertisement to work with.

Try to identify at least five important elements from your advertisement.

For each element, work to explain or interpret its importance to the overall message.

Make clear how different elements work together to create meaning.

What conclusions does each element, or combination of elements help us to draw?

**Element #1:**

**Element #2**:

**Element #3**:

**Element #4**:

**Element #5**:

Now, we are going to attempt to put our analysis together into a single, well-written paragraph. By the end of our paragraph, we should have answered these three questions (either directly or indirectly): What is the message this ad is trying to present? How does it present its message? Who is the target audience for the ad?

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