

Title \_\_\_\_\_

Name \_\_\_\_\_



# Commercial Analysis



**TITLE:** \_\_\_\_\_

**PRODUCT:** \_\_\_\_\_

**AUDIENCE:** \_\_\_\_\_

**Setting:** \_\_\_\_\_

**HOOK:** \_\_\_\_\_

**What is the main message  
of the commercial?**

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**Effective? Or not?  
Why?**

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**Vocabulary**

objects, people, places, actions, speech

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**I rate this  
commercial ....  
out of 5**



# 5 Questions To Ask About Media



1. Who paid for and created this message?

2. Which techniques are used to attract my attention?

3. How might different people interpret this message?

4. Which lifestyles, values, and points of view are represented -- or missing?

5. Why is this message being sent?

## **Advertisement Analysis**

1. What is happening in the advertisement?
2. What objects in the advertisement can you identify?
3. With which general time period are those objects associated (historical past, present, or future)?
4. What are the people in the image doing?
5. What do the facial expressions or body language suggest?
6. What characteristics of buildings or environment give you clues to the location?
7. What are the people wearing?
8. What is the relationship between the people in the advertisement?
9. What is the advertisement selling?
10. What interests you the most about the advertisement?