

media appeal

Super Jack Worksheet 2

Cut several colourful advertisements from magazines.
Choose ads which are factual as well as those that suggest
results or benefits that may not be true.

1. What does the ad say literally? _____
2. What does it want you to believe? _____
3. Is there a discrepancy between what it actually says and what it asks you to believe? _____

4. To what human need or emotion does the ad appeal? _____

5. Identify the specific words or phrases which make the strongest appeal.

6. How do graphics in the ad contribute to the advertisement's persuasion?

7. Is there an untrue statement or a double meaning involved? _____

