

ENG 110  
Spring 2014  
Prof. Bollinger

## **Essay 2: In-Class Analysis of a Print Advertisement**

Advertisements are persuasive texts. Their images and captions are designed to make consumers desire a product. As such, advertisements can reveal something about our cultural values.

For this in-class essay, you will focus on a single print advertisement for a food product (please choose one from the image files posted on Blackboard).

First, you will simply describe the ad clearly and accurately and emphasize what you notice about its appearance. Second, you will analyze the logic of the advertisement: what messages is the ad sending to consumers and how?

This In-Class Essay is scheduled for Thursday **February 13**. You should prepare ahead of time by filling out the brainstorming handout.

Your essay must be the product of your own thought and effort. Essays found to be plagiarized will earn a zero.

### **Describing and Analyzing a Food Advertisement**

Choose one of the advertisements from our Blackboard page and complete the following brainstorming questions to prepare for our In-Class essay.

#### **Describing the Ad**

1. What product is being advertised?
2. Describe what you see. What is pictured in the advertisement?
3. What is the center of your attention when you look at the ad? How does the ad make you focus here? Is the product the main focus, or something else?
4. How does the ad use color? Describe the colors and whether they are bold, muted, dark, light, etc.
5. How does the ad use text (words)? What kind of font? How much text?

#### **Analyzing the Ad**

1. Is there anything weird or puzzling about this ad?
2. What words or phrases from the ad seem significant to you? How so?
3. Are there symbolic images in the ad?
4. Does the ad use humor? How?
5. How does the ad use sexual innuendo? How?
6. Does the ad use stereotyping?
7. What does the ad want viewers to believe?
8. Who is the intended audience for this ad, in your view? How do you know?
9. Does the ad make any assumptions about its audience?
10. Do you trust this ad? Does this ad make you want to buy the product? Why or why not?