

Name _____ Section _____ Date _____



WELLNESS WORKSHEET 59

Analyzing Advertisements

You can become more aware of the power that advertising can have by critically evaluating an ad. Choose a print ad for some type of tobacco product and answer the following questions. (Under regulations proposed by the FDA, tobacco advertising may be severely restricted; if this occurs, complete this exercise using an ad for an alcoholic beverage.)

What is the verbal message of the ad? What does it say exactly? Are there direct references to the product?

Are certain words given unique treatment—larger or special type or a different color? Are there any plays on words or puns? How do these affect the message of the ad?

Are there any special offers or bargains such as savings coupons or merchandise offers?

How is the mandatory health warning handled in the ad?

What is the visual message of the ad? What images and symbols does it convey?

Is a famous person being used to sell the product? If so, how does this influence the effect the ad has on you?

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Who appears in the ad? Do they reflect American society or the tobacco (or alcohol) users in our society in terms of gender, ethnicity, age, and socioeconomic status? Who do you think is being targeted by the ad?

What does the ad convey about the people who use the product—in terms of their characteristics or lifestyle? (Examples of messages might include fun, success, independence, popularity, slimness, rebellion, wealth, sophistication, and relaxation.) What does the ad seem to promise to users of tobacco (or alcohol)?

How is sexuality portrayed? Is sexuality being used in any way to sell the product?

Think of the ad as a story. What story does it tell?

What is left unsaid by the ad? Will using the product transform a tobacco (or alcohol) user's life in the ways the ad suggests? What effects aren't portrayed in the ad?