Deconstructing an Advertisement

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| 1. Make observations about the ad. | *Evaluate the aesthetics.* |
| * Are there people depicted? (Think about gender, race, class, age, facial expressions, etc.) * What colors are used? (Bright/colorful or dim/dark? Black and white? Contrasting colors?) * Is there any text? (Think about font, size, color, which info is in large text vs. small text, etc.) |
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| 2. Establish the purpose of the ad. | *What product or idea is it promoting?* |
| * Who paid for the ad? (Is this clear or hidden?) * Who is the target audience? (Children? Teens? Adults? Elderly people?) * What feelings or ideas are associated with the product? (Think about values and lifestyle.) |
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| 3. Determine the message the ad sends. | *What assumptions and connections are made?* |
| * How does the ad portray people regarding gender, race, class, and/or age? (Is it realistic? Does it reinforce stereotypes or challenge them?) * Is the information accurate and fair? (Is it biased or balanced?) * Is there any subtext (an underlying message that is not stated explicitly)? |
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| 4. What are possible consequences of this message? | *Explain short- and long-term effects.* |
| * Does it create unrealistic expectations? * Is it socially responsible? * Is it glamorizing a particular lifestyle or choice? |
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