

Handout 3: Advertisement Analysis

Prepare!

Have a pen or pencil ready.

Obtain a popular magazine for your review. Flip through the pages making a note of any advertisements that grab your attention.

Let's Examine!

What is the name of the magazine? What month/year was it published?

Who is the main audience/readership?

Select 1 advertisement for your examination.

Describe the image overall. Is it in B&W or in color? Does it look chaotic or calm? Other details?

What group or company is responsible for the advertisement?

What product or service is being advertised? What does the advertisement say or suggest about the product or service?

How are race, gender, class, and any other attributes depicted?