

ELA 8 Unit 5-6 Persuasion Across Time and Space

Activity 2.7 - Advertising Analysis Handout

Analyze your advertisement using the questions on the handout. Be prepared to share your analysis with others.

1. Why did you choose this advertisement? What makes it effective or persuasive or ineffective and unpersuasive?	
2. What is the message of the advertisement?	
3. What type of sell is the advertiser making? What language alerts you to this type of sell?	
4. What might the advertiser want the responder to think, feel, or do?	
5. After analyzing this advertisement, has your opinion of it changed? Explain why or why not.	

Place your ad here or attach it to this handout.



This page from English Language Arts 8 by [MN Partnership for Collaborative Curriculum](#) is licensed under a [Creative Commons](#)

[Attribution-NonCommercial 4.0 International License](#).



Source material from [ELL Stanford University](#).