

Graphic Organizer for Analyzing a Print Ad

1.	What is the advertisement <u>selling</u> ?		2.	What is the ad <u>saying about</u> the product?	
3.	What makes the ad <u>grab</u> the consumer's attention? What's <u>unique</u> about it?				
4.	What <u>figures of speech</u> , <u>sounds of language</u> , or other <u>language devices</u> did the ad use?				
	Find at least 2 of the 3 and explain it thoroughly. Finding 3/3 will earn +1 bonus. Of course, they must be correct though.				
	<u>Figures of Speech</u> metaphor, personification, hyperbole, simile	<u>Sounds of Language</u> repetition, alliteration, onomatopoeia, rhyme, rhythm	<u>Language Devices</u> allusion, analogy, connotation, irony, play on words, pun		
5.	What <u>persuasive technique</u> , if any, did the ad use?				