

SOAPSTone WORKSHEET

Directions:

1. Choose one of the advertisements from those below. Which one aligns most closely with your values?
2. Choose 3 scenes from the advertisement that stand out to you. What are the images you see? BE SPECIFIC. Are there any symbols or iconic images in the scene? What are the emotions you feel as you watch these scenes?
3. What questions does each scene evoke?
4. What are the VALUES this advertisement endorses? Are these your values?
5. What is the purpose of the images in this advertisement? Explain.

SCENE	IMAGE/SYMBOLS	EMOTIONS	QUESTIONS
1			
2			
3			

What are the VALUES this advertisement endorses?

What is the purpose of the images in this advertisement?

Answer these questions about the advertisement as a whole.

S	<p>What is the <u>subject</u> of the piece?</p> <p>What are the general topics/and/or/ide as contained in the text?</p>	
O	<p>What is the occasion?</p> <p>What is the time, place, and setting of the piece?</p>	
A	<p>Who is the intended audience?</p> <p>To whom is the piece directed? Specifically, what demographics?</p>	
P	<p>What is the purpose or reason this piece was written?</p>	
S	<p>Who is the speaker?</p> <p>Describe the persona of the speaker of this text.</p>	
<u>Tone</u>	<p>What is the tone of the piece?</p> <p>What is the attitude or emotional characteristics present in the piece?</p>	

SOAPSTone DESCRIPTION

Who is the Speaker?

- The voice that is speaking. Identification of the historical person (or group of people) who created the primary source.
- What do we know about this historic or contemporary person?
- What role does he play in an historic event?

What is the Occasion?

- What is the time and place? The context in which the primary source was created?
- What is the Geographic and Historic intersection at which this source was produced?

Who is the Audience?

- The readers to whom this document is directed.
- The audience may be one person, a small group, or a large group; it may be a certain person or a certain people.

What is the Purpose?

- What is the reason behind the text
- Why was it written?
- What goal did the author have in mind?

What is the Subject?

- What is the general topic, content, or idea contained in the text?
- Summarize in a few words or phrases.

What is the Tone?

- What is the attitude expressed by the speaker?
- Examine the choice of words, emotions expressed, imagery used to determine the speaker's attitude.

[Choose Forward](#)

[Dove advertisement](#)

▶ Timbiebs: Tims x Justin Bieber

[I approve this message. - YouTube](#)

▶ Sean O'pry: "One Million Man Show" by Paco Rabanne 2015 (Fragrance Spot) HD

▶ 2014 Chevy Commercial - Maddie

▶ Nike - Dream Crazier | #JustDolt

▶ Nutella Commercial

▶ iPhone 14 | Action mode | Apple

▶ iPhone 14 Plus | Battery for Miles | Apple

▶ Eminem Lipton Brisk Super Bowl Commercial (2011)

▶ Colgate 360 Actiflex FAN

▶ The Travis Scott Meal - McDonald's Official Commercial

▶ Dove | Reverse Selfie | Have #TheSelfieTalk

▶ McDonald's Commercial 2022 - (USA) • Quarter Pounder with Cheese • Drip

▶ "Open Up" - BetterHelp

▶ eyes. lips. face. sticky. | e.l.f. Cosmetics Game Day Commercial 2023

▶ Glossier — Product Video

▶ IKEA – What if?

▶ NewJeans x McDonald's CM (longer ver)

▶ Need Advanced Heart Care? It's Decision Time | TV Commercial #1

▶ Fry Theft | McDonald's

▶ Saved By The Scan: A Hope Story :60

▶ TACO BELL | TACO BELL COMMERCIAL | TACO BELL GRILLED CHEESE DIPPING TACO | COMMENT ...

▶ Like Father, Like Son | LiMu Emu & Doug | Liberty Mutual Insurance Commercial

▶ Sarah McLachlan Animal Cruelty Video

▶ Nike - Unlimited

▶ It's Not a Game | Distracted Driving

▶ Next Stop, McDonald's

▶ Daisy Marc Jacobs

▶ Squarespace | Super Bowl | Zendaya | Sally's Seashells

▶ Whopper Whopper (Extended)

▶ Extra Gum - Birds (Origami)

▶ Best Advertisement ever-Winner of Best Ad 2014

▶ Sprite Cranberry lebron james commercial 2020 (1080p)

▶ Dove | Beauty on your own terms #MyBeautyMySay

▶ Cardi B & Offset McDonald's Commercial 2023 (HD Remastered) (HD Audio)

▶ NBA 2K24 | Crossplay Trailer | 2K

▶ Air Jordan 12 Commercial "Challenge Me"

▶ Get Your Tone Just Right with Grammarly

▶ Sweet Like Candy (Official Fragrance Commercial)

▶ The BTS Meal | McDonald's

▶ Nike | Equality

▶ Gucci Bloom: The Campaign Film

▶ Saddest dog commercial ever - Pedigree adoption drive

▶ Delivery Dance

▶ U.S. Air Force Commercial :60 – Own the Sky

▶ Nike Football: The Last Game full edition

▶ Let's be active for health for all

▶ roses. | Nissan Skyline R34 | JDM Edit 4K

▶ Fushigi Ball Commercial

▶ SIX FLAGS México 'Es Tiempo de Verano' (2023)

[Tropicana Orange Juice](#)

▶ COMERCIAL LIBRERIA Y PAPELERIA EL ANGEL