Unit 1 Name:

Date:

1-2 Reader’s Notebook: Advertising

Section 1: Analyzing Advertisements

**Instruction**

1. Locate one advertisement (online, your own photo, or from a magazine). Provide the image and complete the following chart.

|  |  |  |
| --- | --- | --- |
| **Advertisements are Everywhere Chart** | | |
| **Where Do you See the Image?** | **Technique used in Image** | **Purpose** |
| Publicdomainarchive.com  Billboard beside a school field. | The artist used blue red and yellow, primary colours to show excitement. | To convince students to paint by numbers. |
|  |  |  |

/3 marks

1. Study the images in the posters on pages 70 and 71 in Literacy in Action entitled “Fun is a Phone Call Away, Sometimes Good News Can’t Wait, and Bringing Families Together. Then complete the following chart to describe the images and messages in three of the posters.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Viewing Advertisements Chart** | | | | |
| **Advertisement** | **Target Audience**  **(Hint: Who is in the picture?)** | **Techniques**  **Refer to (key detail, colours to develop mood, lines, background and foreground, advertising code)** | **Purpose**  **(Consider who or what is missing from the image)** | **Evidence**  **(Consider text of the image as well as the pictures)** |
| **Fun is a Phone Call Away** |  |  |  |  |
| **Sometimes Good News Can’t Wait** |  |  |  |  |
| **Bringing Families Together** |  |  |  |  |

/18 marks

Section 2: Venn Diagram

1. Choose **two** of the Advertisements from pp. 70 - 75 in Literacy in Action 6A to create a Venn Diagram.

You will compare how each poster makes you think about the product.

Consider the following for each poster:

* Who is the target audience?
* Image colours and composition contribute to why a group of people like this phone. Provide one adjective to describe why the phone appeals to the target audience.
* Text contributes to why a group of people like this phone. Identify the main features under the white bullet points that support the key message of the advertisement.
* What other key features of the advertisement are similar to and different from the other poster you chose?

/5 marks

Overall Total: /26 marks

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**Save Your File**

Name your file in this format: jsmith\_1-2\_ advertising and save your file to your Documents folder.