

# 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                                          |
|  <p>Publicdomainarchive.com</p> <p>Billboard beside a school field.</p> | <p>The artist used blue red and yellow, primary colours to show excitement.</p> | <p>To convince students to paint by numbers.</p> |
|                                                                                                                                                            |                                                                                 |                                                  |

/3 marks

2. 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<br>(Hint: Who is in the picture?) | Techniques<br>Refer to (key detail, colours to develop mood, lines, background and foreground, advertising code) | Purpose<br>(Consider who or what is missing from the image) | Evidence<br>(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

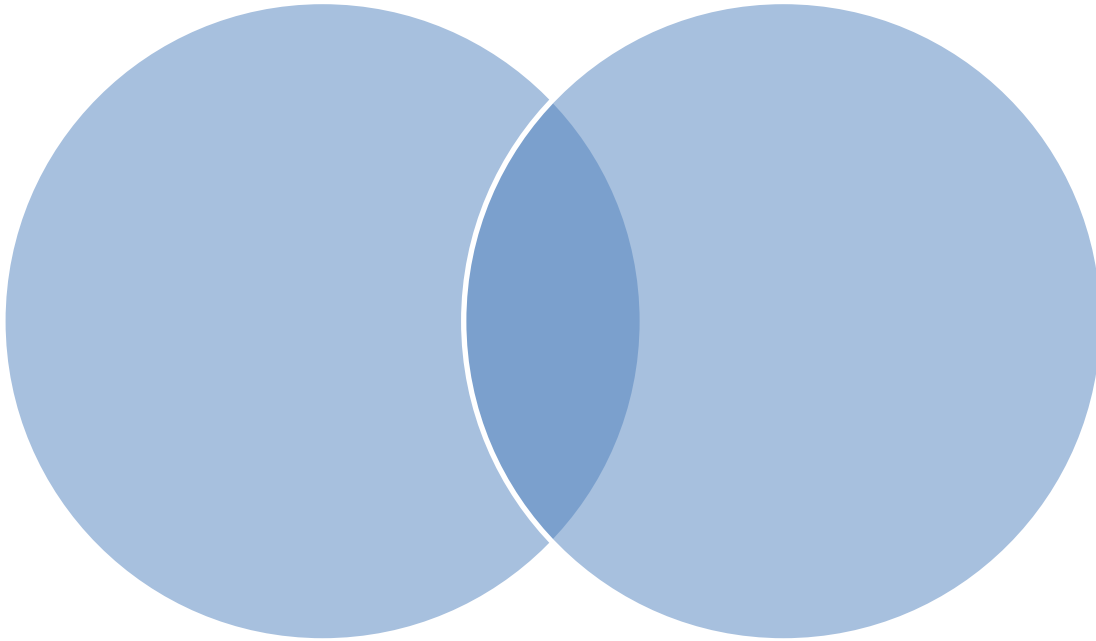
3. Choose **two** of the Advertisements from pp. 70 - 75 in Literacy in Action 6A to create a Venn Diagram.

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



### Save Your File

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