

4.1 Spot the Lie: Ad Analysis & Reflection Paragraph Worksheet

I. Ad Analysis Chart

Record detailed notes about your advertisement in the following chart. View the advertisement several times for accurate observations. Expand the boxes below as necessary.

Commercial or Ad source What commercial are you using for this assignment? State source.	
Hook How does the commercial get your attention?	
Setting What place, time of day, era, lighting, or decor is in the ad?	
Story What occurs in the ad, (actions and/or events) from start to finish?	
Characters What people (number, gender, ages, animated and/or not animated, animals, talking objects, etc.) are in the ad?	
Colour (Suggests mood or tone) Is the commercial bright and cheerful? Cool and modern?	
Copy What words (written or spoken), slogans, catchy phrases, jingles or logos	

are used? How many times is the product name shown and/or spoken?	
Demographic Who is the target audience for this ad? • kids? teens? twenty-somethings? • middle aged? elderly? • rich? poor? middle class? • genders? ethnic groups?	
Purpose What is the purpose of the ad? What does the creator of the ad want the viewer to do/feel/think?	

II. Personal Reflection

Write about your observations (maximum 300 words) of stereotypes in the media. Support your opinion with specific details from your preferred media (websites, magazines, social media, TV, newspaper, radio, or other). Respond to one of the following topics:

- What stereotypes are connected to specific products in ads?
- Are certain types of people never used in ads? Why do you think that might be?
- Does mass media do justice to the cultural diversity of teens or other groups? Explain why that may be.
- Which cultures appear most frequently in commercials? Which ones do not? Why do you think that might be?
- Discuss your observation in media of a negative, an unrealistic, a stereotyped, or a prejudiced portrayal of a group.

(Write your response here)

Rubric on next page

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Value	Ad Analysis	Reflection
Excellent	<ul style="list-style-type: none"> You demonstrate a <i>perceptive understanding</i> of elements and purpose of an advertisement. You record <i>skillfully</i> your impressive and <i>thoughtful observations</i> of a commercial. 	<ul style="list-style-type: none"> Your stylistic choices result in a <i>distinct</i> voice. Your ideas are <i>insightful</i> and your support is precise and convincing. Your presentation is developed skillfully.
Proficient	<ul style="list-style-type: none"> You demonstrate a <i>thoughtful understanding</i> of elements and purpose of an advertisement. You record <i>clearly</i> your <i>detailed observations</i> of a commercial. 	<ul style="list-style-type: none"> Your stylistic choices result in a <i>consistent</i> voice. Your ideas are <i>knowledgeable</i> and your support is <i>carefully</i> chosen and accurate. Your presentation is developed consistently.
Satisfactory	<ul style="list-style-type: none"> You demonstrate a <i>basic understanding</i> of elements and purpose of an advertisement. You record <i>adequately</i> your observations of a commercial. 	<ul style="list-style-type: none"> Your stylistic choices result in a <i>clear</i> voice. Your ideas are <i>reasonable</i> and your support is adequate. Your presentation is developed simply.
Limited	<ul style="list-style-type: none"> You demonstrate a <i>confused</i> or <i>incomplete</i> understanding of elements and purpose of an advertisement. You record <i>vaguely</i> or <i>inadequately</i> your observations of a commercial. 	<ul style="list-style-type: none"> Your stylistic choices result in an <i>indistinct</i> or <i>inconsistent</i> voice. Your ideas are <i>underdeveloped</i> and your support <i>unclear</i> or <i>imprecise</i>. Your presentation lacks <i>unified development</i>.

Resubmission Needed	Your attempt to respond is <i>insufficient</i> . Contact your teacher to discuss suggestions for improvement and resubmission of your work.	
TOTAL: /35 = %	/15	/20
Assessment	Areas of strength:	
	Might I suggest...	