**4.1 Spot the Lie: Ad Analysis & Reflection Paragraph Worksheet**

1. **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.

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| **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

**4.1 Spot the Lie Assessment**

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| **4.1 Spot the Lie Assessment** | | | |
| **Value** | **Ad Analysis** | **Reflection** | |
| **Excellent** | * You demonstrate a *perceptive* **understanding** of elements and purpose of an advertisement. * You record *skillfully* your impressive and *thoughtful* **observations** of a commercial. | * Your **stylistic choices** result in a *distinct* voice. * Your **ideas** are *insightful* and your **support** is precise and convincing. * Your presentation is **developed** *skillfully*. | |
| **Proficient** | * You demonstrate a *thoughtful* **understanding** of elements and purpose of an advertisement. * You record *clearly* your *detailed* **observations** of a commercial. | * Your **stylistic choices** result in a *consistent* voice. * Your **ideas** are *knowledgeable* and your **support** is *carefully* chosen and accurate. * Your presentation is **developed** *consistently*. | |
| **Satisfactory** | * You demonstrate a *basic* **understanding** of elements and purpose of an advertisement. * You record *adequately* your **observations** of a commercial. | * Your **stylistic choices** result in a *clear* voice. * Your **ideas** are *reasonable* and your **support** is adequate. * Your presentation is **developed** *simply*. | |
| **Limited** | * You demonstrate a *confused* or *incomplete* understanding of elements and purpose of an advertisement. * You record *vaguely* or *inadequately* your **observations** of a commercial. | * Your **stylistic choices** result in an *indistinct* or *inconsistent* voice. * Your **ideas** are *underdeveloped* and your **support** *unclear* or *imprecise*. * Your presentation lacks *unified* **development**. | |
| **Resubmission Needed** | Your attempt to respond is *insufficient*. **Contact your teacher** to discuss suggestions for improvement and resubmission of your work. | | |
| **TOTAL: /35 = %** | **/15** | | **/20** |
| **Assessment** | **Areas of strength:** | | |
| **Might I suggest…** | | |