**Pick an advertisement and analyze it by answering the following questions.**

**1) What is the product, service, or idea being sold?**

**2) Who is the target audience?**

**3) What are the 2 main images on this ad and what are they supposed to communicate?**

**4) What does the body language of the people in the ad communicate?**

**5) Which type of persuasive technique is being used— ethos, pathos or logos? How can you tell?**

**6) Which type of propaganda technique is used and how is it used?**

**7) Does the ad “work”—that is, would you buy it?**

**Explain why or why not.**

**EXAMPLE:**



**1) What is the product, service, or idea being sold?**

**Comfort Stride Panty Hose**

**2) Who is the target audience?**

**Women who work**

**3) What are the 2 main images on this ad and what are**

**they supposed to communicate?**

**Woman climbing the stairs—many women work just as hard as men (and not always in an office) and that these hose can go anywhere a woman can and still endure**

**The hard hat—supposed to communicate that the hose will stand up to the toughest of jobs (like what this woman has) and still massage the legs**

**4) What does the body language of the people in the ad**

**communicate?**

**She is walking up stairs and is very confident in herself.**

**5) Which type of persuasive technique is being used—**

**ethos, pathos or logos? How can you tell?**

**Pathos—the makers of the product want you to feel proud and empowered to make it in this man’s world despite being a woman**

**6) Which type of propaganda technique is used and how**

**is it used?**

**Transfer—if you wear this hose, you will be confident and able to make it in the business world because this woman does it and is wearing these hose.**

**7) Does the ad “work”—that is, would you buy it?**

**Explain why or why not.**

**I would not really buy them because I do not wear skirts or dresses. BUT I can see how a person who has to wear skirts and such might choose these since they appear to stand up to a lot.**