

Exploring Advertisements

Advertisements are everywhere! You can see many online, as well as in newspapers, magazines, and flyers. This week, we're going to look closely at advertisements.

Here is your assignment:

1) Pick an advertisement about a product that interests you. **Please note that you will be sharing this advertisement in a school setting, so this product needs to be appropriate for school.**

2) Cut out the advertisement (if it's in a newspaper, magazine, or flyer) or print it out (if it's online).

3) Think about your answers to these three questions:

- **Who produced this advertisement?**
- **How was this advertisement made?**
- **What has the producer done to grab the viewer's attention?**

4) On sticky notes, a piece of paper, or a device that you have at home, write down some point form notes that show your thinking about the questions above. **You may even include pictures/diagrams in your notes in addition to words.**

5) Make sure that you have a paper copy of these notes to share in class tomorrow.

We're going to have a look at the various advertisements and add to the thinking that you have already done.