

Use these strategies to help you evaluate the content and presentation of any ad.

### HERE'S HOW

#### **Strategy 1: Consider the sponsor, message, and target**

**audience.** Recognizing and understanding the sponsor, message, and target audience is essential for evaluating the effectiveness of an ad. Ask yourself:

- Who is the **sponsor** for this ad? This is a clue to the ad's purpose and message.
- What is the **message**? What does the ad want consumers to purchase, do, or believe?
- Who is the **target audience**? How is the message tailored to the target audience?

**Strategy 2: Evaluate the persuasive techniques.** Recognizing the persuasive techniques will help you evaluate the message and identify misleading information. Ask yourself:

- What techniques are employed to sway the audience's opinion? What might be the intended effects on the target audience?
- Are the chosen techniques effective for the target audience? Why or why not?
- Does the message appeal to logic or emotions? Does the ad offer concrete information about the product?

**Strategy 3: Analyze the production techniques.** Advertisers utilize music, special effects, camera angles, sound effects, and symbols to create and support their message. Ask yourself:

- How do the **colors, images, and copy** create a mood and communicate the message?
- In what ways might **camera angles, lighting, and special effects** influence the audience's perception of the product?
- What do the **music, sound effects, and dialogue** suggest about the product's image?
- How is the product featured in the ad? How is it **framed**?

#### **Strategy 4: Recognize the positive and negative effects of the**

**advertisement.** Advertisements reflect who we are, what we believe in, how we view the world, and what values we hold. Therefore, ads do more than sell a product or belief; they all sell lifestyles and values. Ask yourself:

- What image is the ad selling or promoting—power, wealth, beauty, fun?
- Does the ad reflect any current political or social concerns?
- Is the message based on reality or an unattainable lifestyle?
- Does it go against my values or the values of society?

LESSON  
**16**

PRACTICE WORKSHEET A  
**Evaluating Ads**

COPYMASTER

**Directions:** Effective ads communicate a memorable message in an appealing and effective way. Ineffective ads fail to persuade the target audience. Choose one commercial that you believe is effective and one that is ineffective, and record them so you can view them several times. Fill in the chart, using the following questions to help you evaluate both ads.

	Commercial A	Commercial B
<b>Product or Service:</b>		
<ul style="list-style-type: none"> <li>Who is the sponsor?</li> <li>What is the message?</li> <li>Who is the target audience?</li> </ul>		
<ul style="list-style-type: none"> <li>What persuasive techniques are used? Explain.</li> <li>Are they appropriate for the target audience? Why?</li> <li>Does the ad use loaded language? Is it misleading in any way?</li> </ul>		
<ul style="list-style-type: none"> <li>Do the lighting, colors, special effects, images, and copy create a mood and communicate the message?</li> <li>Are the music, sound effects, and dialogue memorable? Do they convey an image?</li> <li>How is the product featured in the ad?</li> </ul>		
<ul style="list-style-type: none"> <li>What is the effect of the ad? Does it have negative effects on society?</li> <li>Does it represent values or a certain lifestyle? Are the values positive or negative?</li> <li>What image is the ad selling?</li> </ul>		

