Ad Evaluation Sheet

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| Name: |  | Date: |  |

Find an ad to evaluate. Then answer the following questions:

1. Who produced the ad?
2. What was the communication situation (use the **PAST** questions)?

* **Purpose** Why does this ad exist? What is it trying to get the viewer to do?
* **Audience** Who is the target of this ad? How does it appeal to them?
* **Subject** What is this ad about? What product, service, or idea is it selling?
* **Type** What kind of ad is it? How does this type of ad persuade people?

1. How do the words try to convince the viewer? (Slogans, questions, appeals, etc.)
2. How do the images try to convince the viewer? (Lines, colors, composition, etc.)
3. How truthful or misleading is this overall ad? Explain.