

Name:

Date:

Section:

Decoding and Questioning Advertisements

All media messages are constructed. To be media literate, you must deconstruct the parts of an advertisement to understand its meaning.

Who created this message?

What is the purpose of the advertisement?

Who is the anticipated audience for this advertisement?

How might individuals or groups of people understand the message in this advertisement different from me?

What points of view are represented in, or omitted from this message?

What slogan or catch phrase does the advertiser use to attract your attention?

What creative techniques are used to attract your attention?

What types of images are used to sell the product or service?

Which words appeal to your emotions in the advertisement?

Which words appeal to your mind in the advertisement?
