



ASSESSING ADVERTISEMENT





DESCRIPTION OF THE TOPIC

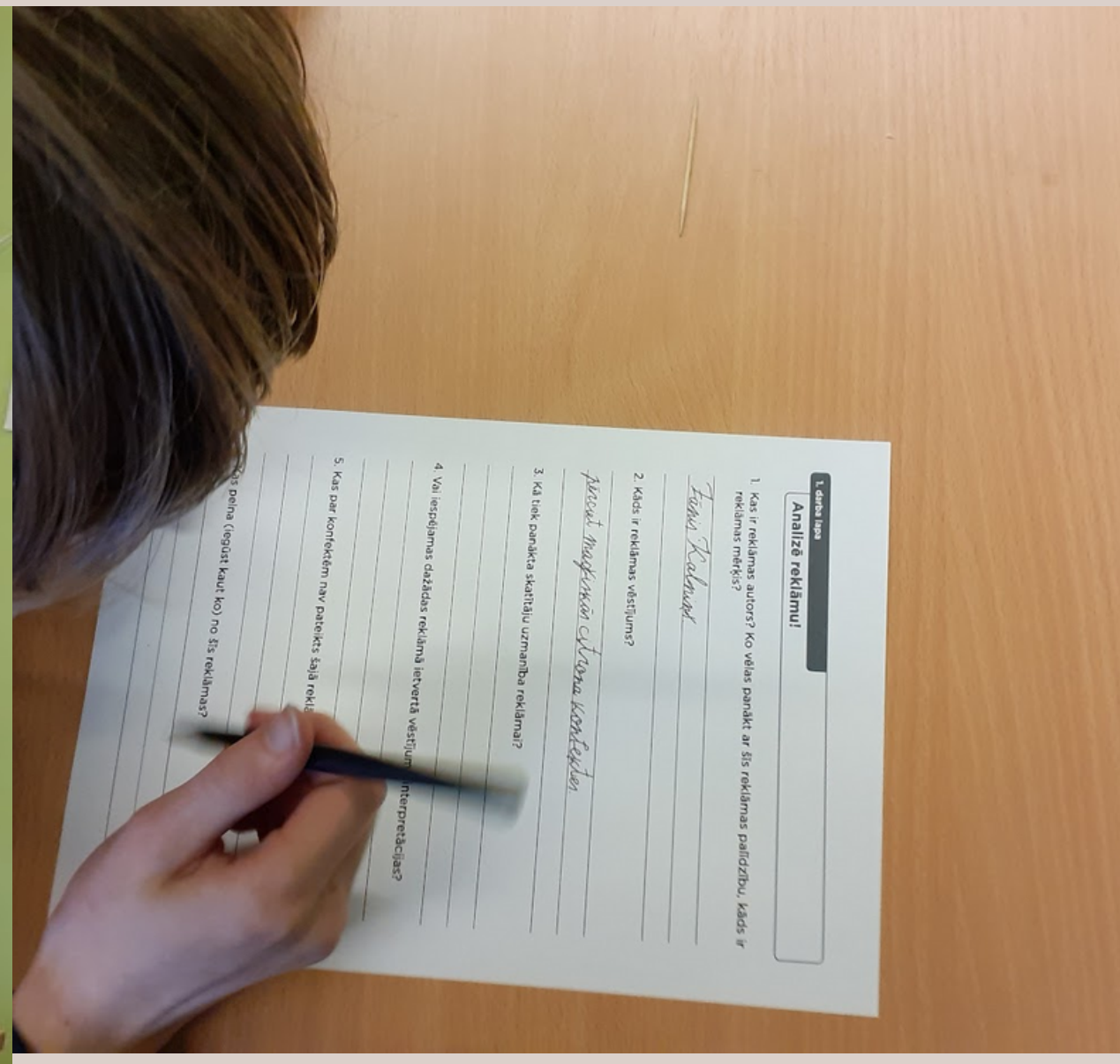
- Any advertisement is designed to draw attention and persuade customers to buy the product.
- Ads' text, image, message must be critically analyzed in order for the customers to make conscious and fact-based choices in real-life situations.
- Why this topic is so important?

ACTIVITY PROCESS STRUCTURE

01 Watching the ad

02 Answering the questions

03 Discussing the results



STEP# 1 WATCHING THE AD



STEP# 2 ANSWERING THE QUESTIONS

- Who is the author (owner of the product) of the advertisement and what is the purpose of the advertisement?
- What are the views, opinions expressed in this ad?
- What methods are used to gain viewers' attention?
- Are there different interpretations of the message in the ad possible?
- What is not said about the product in this ad, what is deliberately omitted, why?
- Who earns (gets anything) from this ad?



STEP# 3 DISCUSSING THE RESULTS

- **All the students agreed that the ad showed a product that doesn't exist in the real life.**
- **Some students recognized some persuasive techniques like testimonials, special ingredients, repeating.**
- **We sometimes don't think critically and forget that advertisers might not be telling us any of the bad points of the product.**



CONCLUSION

- Advertising affects us in different ways. How we handle advertising can depend on several things, including our age, knowledge, and experience.
- We don't always want to question what advertisements are doing, and that increases the possibility to be tricked by advertisers and make an unnecessary purchase.
- The most important thing is to talk about advertisements and encourage everyone to think about what they're trying to do.



THANK YOU

