

Identifying and Analyzing Print Ads

Step One: Find two examples of print ads for each type.

Types

Sex Appeal

Snob Appeal

Appeal to Authority

Plain Folks Appeal

Bandwagon Appeal

Step Two: Then, identify the claim each of the 10 ads uses.

Claims

Scientific or statistical claim

Compliment the consumer claim

Rhetorical question claim

Unfinished claim

Weasel word claim

Step Three: Then, analyze 1 of the ten ads using the questions below.

1. How is the scene framed?
2. What camera angles and lighting techniques are used?
3. Where is the viewer positioned?
4. What computerized effects are used?
5. How do all of these effects contribute to the ad's power?
6. Identify the story the ad is trying to tell. What "problems" will the product solve?
7. What are the associations the ad makes with the product?
8. What are the advertisers trying to get you to believe?
9. What messages is the ad trying to send?
10. What emotions does the ad appeal to?
11. What is the "logic" behind the ad?
12. Who is the target audience for the ad?
13. How do you know?

14. Imagine a wide spectrum of audience responses to the ad. What meanings could different audiences construct from the ad?
15. What message does the company want you to think about? What message do they want you to get, but not think about?
16. Identify the strategy of the ad. Why is this ad running?
17. What does the corporation running the ad hope it will do for their public relations or product "image?"
18. Does the corporation have any "problems" that they hope this ad will solve?

Names and definition of commonly used techniques

1. Sex Appeal: The use of sex to sell a product.
2. Snob Appeal: The consumer will join the ranks of the elite by using the product.
3. Appeal to Tradition: The manufacturer says to the consumer, "We have made the best product for over one hundred years." Experience is the key.
4. Appeal to Authority: This selling device depends on a spokesperson, a television star, a well-known athlete, or a public figure to endorse the item. Use of the product will make the consumer as wealthy, famous, talented, or beautiful as the spokesperson.
5. Outright Propaganda: If the consumer does not buy this product, he or she will become a social outcast.
6. Plain Folks: Reverse snob appeal applies here. "Good ol' boys like us believe in plain, good-quality items. None of this fancy stuff."
7. Something for Nothing, or More for Less: This gimmick suggests a product is of better quality than its higher-priced competitors.
8. Appeal to Excellence: This gimmick closely relates to snob appeal. "Only the best is good enough for me."
9. Everyone Else Has One (bandwagon): This technique is effective with most of us, who don't want to stand out by being different.