

Analyze an Ad Activity

Materials:

- *Ads cut from magazines
- *Lined paper for students
- *Xerox of the questions below

Steps:

1. As a class, look at an ad cut from a magazine. Discuss with students the idea of “show, not tell.” Ask students: What is the ad selling and how do you know? Who is selling it and how do you know? Who is the audience and how do you know? Focus on the “voice” in the ad, and how it makes you feel/how it is intended to make you feel.
 2. Put students into groups or pairs and give them their own ads cut from magazines. Give them the hand out below and ask them to complete the questions in pairs.
 3. When students have completed the above task, have them share their ad and their analysis of voice in the ad with another pair.
 4. Have students share their ads with the whole class, and give their analysis of who they think the intended audience for the ad is, and why.
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A defining element of voice in writing is the concept of “show, not tell.” Ads are perfect examples of this. Please analyze the magazine ad you have been given. Carefully look at the images and the use of words, and answer the following:

1. How would you describe the voice that is “speaking” to you in the ad?
2. What kind of person do you associate with this voice?
3. What is the mood/tone of the voice?
4. Who is the intended audience of the ad?
5. What details in the ad’s language and image tell you this?
6. How does the ad make YOU feel? Why?