

**Assignment:
Advertising and Culture**

For this assignment, you will critically examine an advertisement and consider the influence of its message(s) on its target audience's culture.

Select a single ad or an ad campaign that has appeared within the past year. You must identify the medium in which it *originally* appeared – for example: a magazine, a television show, a newspaper or a website. Google's image search, Wikipedia, and YouTube are NOT acceptable sources.

Questions:

Analyze the advertisement itself.

- Who is its target audience or demographic (hint: where did it appear originally)?
- What techniques are used in visuals, text, or placement of the ad to attract attention?
- Identify the specific type(s) of appeals used in the ads.

What is the overall purpose of this advertising? What does the creator of the message want the audience to believe about this product?

Apply your critical thinking skills. What are the cultural messages and/or values embedded in this ad? Does it establish certain standards, or suggest that certain behaviors, choices or attitudes are acceptable? How might it influence its audience's standards or expectations?

The body of your paper must be at least two pages long and double-spaced in 12-pt Times. You must cite any and all sources used in APA style in-text citations, and include a bibliography of those sources. Include on the pages following your paper:

- A photocopy, photo, screenshot, camera-phone shot or other digital image of the ad you examined
- The name or location of the original source in which you found this ad, along with the date on which you viewed it

You will be evaluated on how thoroughly you answer all the questions given, on the quality of critical thinking you demonstrate in your analysis, and on the quality of your writing (including your use of proper spelling and grammar).