

Chapter 14 Banking

College and Career Readiness: Media Literacy

Directions Select a print or online advertisement. Analyze the advertisement and answer the questions.

Briefly describe the advertisement. What is the advertisement selling?

What visual images are used in the commercial?

Describe the audience you think it targets with the advertisement.

Name _____ Date _____ Class _____

How does the advertisement influence people to purchase the item?

Do you think the advertisement influences people to purchase the item?

If yes, how does the advertisement influence people to purchase the item?

What is the message the advertisement conveys to consumers?
