

Analyzing Visual Images *(Advertising)*

Consider using with *Voyages in English 2011*

Grade 6—Chapter 4, Lesson 2

Grade 7—Chapter 5, Lesson 6

Grade 8—Chapter 8, Lesson 3



Teach

Explain that advertisements are a form of persuasive writing. Ads are designed to get people to buy a product or service and often use images and words to sell something. Point out that an effective visual advertisement has the following features:

- Tells a simple story quickly
- Asks the consumer to do something
- Is easy to understand
- Appeals to the consumer's emotions using pictures, slogans, and symbols
- Is memorable

Remind students that advertisements often employ propaganda techniques: bandwagon, testimonial, loaded words, and vague generalities.

Practice

Display two print ads for products of interest to students. Ask them to give their initial reactions to each advertisement. Model for students how to analyze each ad using the above list of features. Emphasize the importance of the pictures, slogans, or symbols, and name the ideas they invoke. (For example, an envelope stamped with the word *Official* might suggest a false sense of importance.) Remind students that one's reaction to an ad can be negative as well as positive.

Apply

Provide several examples of advertisements for products or services that appeal to students. Choose a variety that show different styles of layout, images, and propaganda. Have students select one ad and write a paragraph that analyzes how that ad contains each of the features listed above. Remind students that they do not have to like a product in order to find an ad effective.

Assess

Invite students to share their analyses with the class. Have students determine whether each ad fulfills the requirements of an effective advertisement. Invite students to critique one another's writing in a positive, constructive manner.

Listening and Speaking Connection: Point out that many advertisements are aimed at a specific age group, geographic area, or income level. This is why certain ads are associated with particular TV shows or magazines. Discuss with students the audiences to which ads might be targeted (for example, toy commercials aimed at children). Have them explain ways that ads are effectively aimed at a particular audience. (Toy commercials are shown during cartoons, when children are the main audience.)