



Bonus Activity 1



Name: _____

What's in an Ad?

Look around your house to find an ad in a newspaper or magazine. Look at the ad, then answer the questions below. Attach your ad to this worksheet and bring it to class.

Questions

1. Where did you find the ad?

2. Who is responsible for the ad? (Hint: Look for a logo—a symbol used by companies to identify their products.)

3. What is the ad trying to get you to buy, do, or think?

4. Who is the ad meant for (the target audience)? What makes you think so?

5. What do you think about the ad? Does it make you want to buy the product? Why or why not?
