

Analyzing Television Commercials

1. Who created the message and why?

2. What is the advertiser trying to sell? (Note – This is not the product. Some examples would be: a particular image or lifestyle, fun, newest, best, action, etc.)

3. How does the message make you feel?
 - a. How do the images reinforce this/these feeling(s)?

 - b. How does the music reinforce this/these feeling(s)?

4. What do you think was left out of the message?

5. Did the ad work? Would you buy this product? Why?