

Commercial Viewer (1/2)

Directions

Homework Assignment—Watch at least 30 minutes of television, paying close attention to the commercials. Use the information below to help you analyze the advertisements. Record your findings on the Commercial Viewer Form.

Popular techniques used in ads:

- » **Bandwagon:** Persuading people to do something by telling them that others are doing it, too. “Don’t be left out.”
- » **Testimonial:** Famous people say they use a product or persuade you to use a product.
- » **Transfer/Fantasy:** By using the names or pictures of famous people, but not their direct quotations, the ad is trying to convey that the product will help the consumer imitate the famous person in the ad.
- » **Repetition:** The product name is repeated at least four times.
- » **Emotion:** Words are used in the ad to evoke strong feelings about someone or something.
- » **Nostalgia:** Creates a sentimental tone while pointing back to “the good old days.”
- » **Statistics:** Facts and statistics are shown.
- » **Humor:** Makes people laugh so they have a positive association with the product.
- » **Sense Appeal:** Sounds or pictures that are pleasing to the eye

Think of your most recent purchase over \$25.

❶ What made you want to buy that particular product or brand?

❷ Have you ever seen a commercial advertisement for that product?

❸ Describe the commercial. What advertising technique was used?

❹ What did the ad make you believe about the product? (i.e., quality, value, popularity)

❺ Overall, do you think the ad influenced your purchase? Why or why not?

Commercial Viewer (2/2)

Commercial Viewer Form

Name of program: _____ Time: _____

Number of commercials during the program: _____

Examples of products and companies advertised: _____

Describe two of the commercials in greater detail.

Commercial #1

1. Product/company advertised:

2. Brief summary of commercial:

3. How are the people portrayed?

4. What is the advertisement selling?

5. What are some of the techniques used to get your attention?

6. What interests you most about the advertisement?

Commercial #2

1. Product/company advertised:

2. Brief summary of commercial:

3. How are the people portrayed?

4. What is the advertisement selling?

5. What are some of the techniques used to get your attention?

6. What interests you most about the advertisement?