

Eng 11 Q3 TV Ad Analysis

- Tell the Pathways instructor that you need to access YouTube to write your Television ad analysis.
- On Youtube search “public service commercials”
- Choose a school appropriate public service commercial to view.
- Open a new Googledoc and name it E11 Q3 [insert your Last name]
- Immediately copy the URL into your Googledoc next to the URL:
- Copy and paste these questions into your Googledoc

Once your Googledoc is set up, answer each question using a blue font in **COMPLETE SENTENCES**.

1. What is the main message of the commercial?
2. What primary audience is the commercial targeting (be specific, don't say “All Americans”)
3. Summarize what happens in the commercial in your own words (use complete sentences)
4. List the important parts of the commercial. For each part: explain how it contributes to the main message that you defined in question #1.
5. Does the commercial appeal to our logic? How? Give a specific example.
6. Does the commercial appeal to our emotions? What emotions are elicited in the audience? What parts of the commercial elicit these emotions (describe specific parts)?

When you are finished, share your Googledoc (make sure you name it correctly--see directions above) with your credit recovery or Pathways English teacher.