

## English 12 Q3 Print Media Analysis

Go to [www.psacentral.org](http://www.psacentral.org) and choose “Browse campaigns.” Choose a campaign and click on the PRINT tab. This will take you to the print ads for that campaign. Choose ONE of the print ads, copy the url, and paste it into your Googledoc that you will create below.

Create a Googledoc.

Copy and paste the questions below into your Googledoc.

Name your google doc Last name E12 Q3 Print Analysis

Answer the questions below in blue font and complete sentences.

1. Who produced this message (look for who sponsors the ad on the ad). Google to read about that organization and, in your own words, explain the organization’s mission.
2. What is the main message in the ad?
3. What audience(s) does the ad target? Be specific--don’t say “All people or all Americans”.
4. Look at the pictures on the ad. Write about how the pictures appeal to the audience and help convey the ad’s message.
5. Look at the text (words) on the ad. What is the purpose of the text on the ad (what is the text meant to do?)
6. Based on how the ad is constructed, what beliefs or values do the creators of the ad assume the target audience has about the topic?

When you are finished, share your document (don’t forget to name it correctly--see directions above) with your English or Pathways teacher. Also paste your responses in the Odyssey writer and submit.

**CONGRATS!  
WITH THAT  
LAST TEXT  
YOU'VE  
ACHIEVED  
STALKER  
STATUS.**



**I'M SORRY,  
I STOP  
LISTENING  
AFTER A  
GAZILLION  
PHONE  
CALLS.**



**AT LEAST I  
CAN TRUST  
YOU TO  
SPREAD  
TERRIBLE  
LIES ABOUT  
ME.**



**THANKS  
TO YOUR  
CONSTANT  
CALLS, THE  
SOUND OF  
YOUR VOICE  
OFFICIALLY  
MAKES ME  
WANT TO  
PUKE.**



**THANKS  
TO YOUR  
TEXTING,  
I NEVER  
HAVE TO  
ENJOY  
FREE SPACE.**



Is someone disrespecting you?  
Making you or someone  
you know feel uncomfortable?

TELL 'EM TO BACK OFF.

**SEND A  
CALLOUT  
CARD.**



- 1 SNAP A PIC WITH YOUR PHONE.
- 2 SEND TO SOMEONE.

**THANKS FOR  
SPREADING  
MY PHONE  
NUMBER  
LIKE THE  
BIRD  
FLU.**



**YOU TURN  
INSTANT  
MESSAGING  
INTO  
CONSTANT  
MESSAGING.**



**NOW THAT  
YOU'VE  
VIOLATED  
MY E-MAIL  
ACCOUNT,  
I WON'T  
FEEL BAD  
DUMPING  
YOU.**



**I'M LOOKING  
FORWARD  
TO YOU  
CLOGGING  
MY INBOX  
THIS  
WEEKEND.**



**YOUR  
INCESSANT  
CALLING  
MAKES MY  
PHONE  
WEEP.**



**YOUR  
BOYFRIEND  
IS SO CUTE  
WHEN HE'S  
BADGERING  
YOU FOR  
DIRTY  
PHOTOS.**



**CONGRATS  
ON SENDING  
ME YOUR  
MILLIONTH  
INSTANT  
MESSAGE  
TODAY.**



**WHEN YOU  
PRESSURE  
ME FOR  
NUDE PICS,  
I THROW UP  
IN MY  
MOUTH  
A LITTLE.**



**IF YOU GOT  
THIS, IT MUST  
HAVE BEEN  
LUCKY ENOUGH  
TO MAKE IT  
THROUGH THE  
BILLION TEXTS  
FROM YOUR  
BOYFRIEND.**



**FRANKLY, I  
ENJOY YOU  
GIVING MY  
NUMBER TO  
YOUR FRIENDS  
WHO I HARDLY  
KNOW.**



**THANK YOU  
FOR THE  
THOUGHTFUL  
TEXT  
EVERY  
10 SECONDS.**



A **SHELTER PET**  
WANTS TO MEET YOU.

[TheShelterPetProject.org](http://TheShelterPetProject.org)



**adopt**





Kids will spend 11 minutes dressing Spike up like a princess.

How about two minutes to brush their teeth?

Brushing for two minutes now can save your child from severe tooth pain later. Two minutes, twice a day. They have the time. For fun, 2-minute videos to watch while brushing, go to [2min2x.org](http://2min2x.org).

