

15. Project: Advertising

Watch at least three commercials. This is a visual exercise, so describe the commercial from start to finish. What will we see, hear, taste (imagine), smell (imagine).

Advertisement #1:

-Product name

-What are three positive things about the product that are demonstrated in the ad?

-What are three picture/images from the ad that stick in your mind?

-What are three memorable words from the ad that stick in your mind?

Advertisement #2:

-Product name

-What are three positive things about the product that are demonstrated in the ad?

-What are three picture/images from the ad that stick in your mind?

-What are three memorable words from the ad that stick in your mind?

Advertisement #3:

-Product name

-What are three positive things about the product that are demonstrated in the ad?

-What are three picture/images from the ad that stick in your mind?

-What are three memorable words from the ad that stick in your mind?

What are some of the techniques used in the ad to manipulate the viewer?
(Explain at least three).

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