

DECONSTRUCTING AN ADVERTISEMENT

1. Make observations about the ad. | *Evaluate the aesthetics.*

- Are there people depicted? (Think about gender, race, class, age, facial expressions, etc.)
- What colors are used? (Bright/colorful or dim/dark? Black and white? Contrasting colors?)
- Is there any text? (Think about font, size, color, which info is in large text vs. small text, etc.)

2. Establish the purpose of the ad. | *What product or idea is it promoting?*

- Who paid for the ad? (Is this clear or hidden?)
- Who is the target audience? (Children? Teens? Adults? Elderly people?)
- What feelings or ideas are associated with the product? (Think about values and lifestyle.)

3. Determine the message the ad sends. | *What assumptions and connections are made?*

- How does the ad portray people regarding gender, race, class, and/or age? (Is it realistic? Does it reinforce stereotypes or challenge them?)
- Is the information accurate and fair? (Is it impartial or balanced?)
- Is there any subtext (an underlying message that is not stated explicitly)?

4. What are possible consequences of this message? | *Explain short- and long-term effects.*

- Does it create unrealistic expectations?
- Is it socially responsible?
- Is it glamorizing a particular lifestyle or choice?