Advertisement analysis

Ad Analysis:

You are supposed to analyze an existing advertisement, which requires that you submit an analysis of approximately 1000 words of the ad of your choice. You will offer a critical assessment as to why the ad is effective or not in a way that will include an educated deconstruction of the message and the images as well as a study of its wider sociocultural implications. Works will need to be cited in accordance with the MLA guidelines. Your work has to be double-spaced and use 12-point font.

What am I looking for?

1.if you are analyzing an ad, have AT LEAST 2 （could be more than two）scholarly sources referenced on the basis of MLA guidelines;

2.Make sure to include a title that captures the essence of your work;

3.Please abide by the conventions of grammar, spelling and syntax;

4.Make sure your content is yours and only backed up and not dominated by scholarly sources/citations (as a result, I would expect to see a fine balance between the use of scholarly citations and an articulation of YOUR own ideas);

5.Please maintain coherence (one way of checking for coherence is to read your work out loud to see how smoothly it reads);

6. If you are analyzing an ad, make sure you take into account of various elements that have gone into the making of the ad. You may go beyond the 'text' so to speak and seek the 'context' to further your analysis as was demonstrated in the example shown in class. What goal is the ad trying to seek? What is your justification? Pay attention to both the text and the image as well as the foreground and the background; the colours, etc.