

Presenting Persuasively

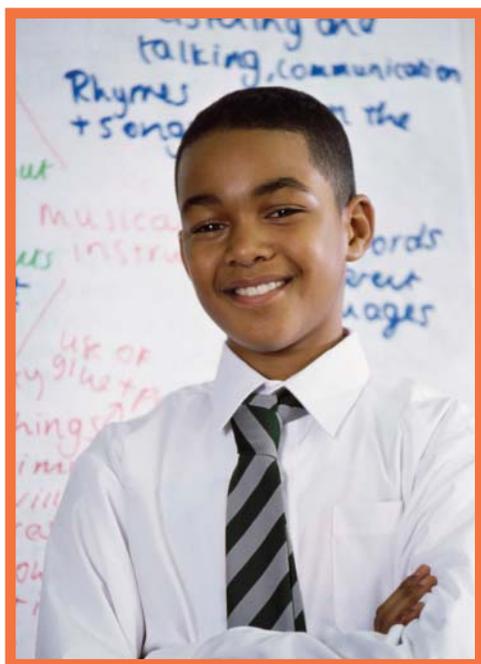
Select an advertisement from a magazine or the Internet, or select a television commercial. Then write a critique identifying the strengths and weaknesses of the advertisement or commercial.

Answer these questions to help you guide your critique.

1. Who do you think is the targeted audience?

2. What techniques are used to capture the audience's attention? How successful are they?

3. What could have been done to make the advertisement or commercial more effective?



Have your own ideas for how to market this product/service?

Put your creative juices to work. Create an advertisement for the same product/service you critiqued above. Present your ad/commercial to the class.