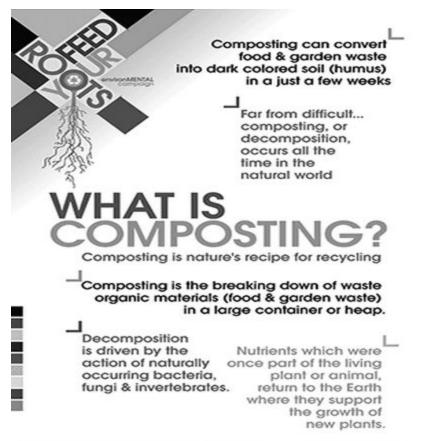
Advertisement Assignment

There are three generalized purposes of text - to entertain, persuade/sell, and inform.

Part I: Analysis/Interpretation (12 points - 4 points per advertisement)

First you will interpret/analyze each form using the charts/prompts below. (Hint: Use "Interpreting Visuals and Media Text" pages 188-199 to help properly analyze/interpret the questions)



1.

Globalinheritance.org/feedyourroots

globalization

Key questions	Interpretation/Analysis
What is the purpose? (type and explanation required)	

What are the form and techniques used? (elements/text features, color, etc.)	
What values are promoted? (Use bank of value words and explain)	
What role does the reader play?	

Name: _____



Key questions	Interpretation/Analysis
What is the purpose? (type and explanation required)	
What are the form and techniques used? (elements/text features, color, etc.)	

What values are promoted? (Use bank of value words and explain)	
What role does the reader play?	



Key questions	Interpretation/Analysis
What is the purpose? (type and explanation required)	
What are the form and techniques used? (elements/text features, color, etc.)	
What values are promoted? (Use bank of value words and explain)	
What role does the reader play?	

Part II: Creating/Designing (30 points - 10 points each)

For this part of the assignment you will be creating/designing an advertisement representing **<u>each</u>** of the three purposes. Each advertisement should include the following:

- Have type large enough to be viewed from one foot away. (1 point)
- Have a simple and clear layout so your reader knows where to find the information. (2 points)
- Include all important information (2 points)
 - Informational: text about the issue/topic (facts) if relevant date, location, time, etc.; contact information; etc.
 - Entertainment: time, date, people, etc.
 - Persuade/sell: slogan, information relevant to object/service, etc.
- Have a dominate elements such as a headline or image that will quickly catch your reader's eye. (1 point)
- Have the most important message emphasized by size, color, or value. (1 point)
- Have art that is related to the message. (1 point)
- Have bold, intense colors to enhance your message so that it can be easily seen from a distance. (1 point)

You will also be marked on mechanics (1 point)