

Ad Analysis

Read/View/Listen to the Text	What do you notice?	
	Does the ad feature people?	What product is being sold?
	Individual or multiple people?	What company is being advertised?
	Celebrity or layperson?	What allusions or associations are present?
	Are they interacting? How?	What is the tone?
	What actions are being taken?	Individual ad or part of a series?
	What race, age, gender, etc do you see?	Language being used?
	What is in the background?	What isn't being said or done?
	What colors are prominent?	What is not being portrayed?
What is the author saying on the surface?	<ul style="list-style-type: none"> • What is the author's intended message(s)? • What products and ideas are being sold? • What clues helped you to identify the intended message? 	
Identify the author's motivations	<ul style="list-style-type: none"> • Who or what entity produced this text? • Why did he/she/it produce this text? 	
Analysis: What are the embedded messages?	<ul style="list-style-type: none"> • What are the potential consequences (good or bad) of the intended message? • What are the potential consequences (good or bad) of the imagery and language used? • What ideologies are embedded in this text? • What alternate readings exist? • How will different markets perceive the text and its messages? 	
Identify Themes	<p>When looking at a certain grouping of ads (ex: alcohol ads featuring women. Perfume ads. Ads featuring Latina women):</p> <ul style="list-style-type: none"> • What themes emerge? • What ideas are repeated? • What imagery or language is repeated? • What colors or color schemes get repeated? 	
Crafting an argument	<ul style="list-style-type: none"> • What does the repetition of ideas/images/language mean? • What are the implications of the portrayals of particular people or groups of people? • What is good or bad about the representation of individuals or groups of people? • What are the potential effects of this ad on different groups of people? • Why are certain colors used? What do those colors symbolize in general and in this ad? 	
Validity: Supporting your argument	<p>Now that you have developed a claim, you need to support your claim with research. You need to find research that does any of the following:</p> <ul style="list-style-type: none"> • Provides reliable and relevant statistics • Includes interviews with relevant individuals who belong to the group featured in the ads • Provides insight into how this group is commonly portrayed • Provides historical insight into how this group is commonly portrayed • Discusses the topic you are discussing • Discusses a theory that supports your analysis. 	



- If you were interested in analyzing the representations of Hispanic women in advertising, you might start with a specific portrayal.
- Celebrities are good places to start because they are highly visible in the public eye and are often connected directly to products through endorsement contracts.
- You might start with Sofia Vergara given her popularity and her various endorsement deals. Although you cannot necessarily generalize your findings about her to the larger Hispanic population, the findings can be likened to portrayals of other Hispanic women.
- In this case, you could start with one company or industry and then branch out if necessary

When analyzing, ask yourself

1. How is Vergara portrayed in comparison with other celebrities or models for the same product?
 - a. What colors are used for each model?
 - b. What language is used?
 - c. What features/body parts are being highlighted on each model?
 - d. How does each model act? What is the mood or tone?
 - e. What objects or accessories are models holding.
 - f. If the other models have individual personalities, does Vergara? Is she a stereotype?
2. How is Vergara's portrayal in Covergirl ads similar or different to other ads she is in, like Pepsi and Walmart?
 - a. What colors are in the other ads?
 - b. What objects does she interact with?
 - c. Do you notice any themes across all of her ads?
 - d. Which of her features is highlighted?
 - e. Are these features highlighted in the same way as in Covergirl?

