1. Deconstruction of Nonverbal Behavior
   A. Facial Expression
   B. Body Posture, Body Language, Touch
   C. Gestures
   D. Focus
      1. Youth
      2. Sexual Allure
      3. Flawless
      4. Good looking/Beautiful

2. Deconstruction of Copy
   A. Analyze headline, subheads, written description
   B. What is the message communicated to the consumer?
   C. Is there a double meaning? Contrast literal meaning with implied, actual, or assumed meaning.

3. Marketing Analysis
   A. Magazine title and date (month, year, and if possible, day)
   B. Target audience of magazine
   C. Seasonal ad
   D. Why did the advertiser place this ad in this magazine/newspaper to product/service)
   E. Where is the ad placed in the magazine? (Back cover, inside front cover, opposite a black and white ad, etc.)
## 4. Artistic Composition Analysis

### A. What is the visual message or meaning?

### B. Colors

#### 1. What color combinations is used and why?

#### 2. What color is dominant and why?

#### 3. Composition (arrangement of objects in ad)

#### 4. What type of font is used and why?

### C. Narrative (“tell the story”)

#### A. Past

#### B. Present (frame frozen in ad)

#### C. Future

Write a three–part story that narrates what happens before the frames frozen in the ad. What is happening in the ad, and what is likely to happen in the immediate future. The story should be consistent with, yet expand, what is displayed in the ad. (Be brief.)

### 6. How the ad works (select one of the following models that describes the ad)

#### A. Sales response (“buy now”)

#### B. Persuasion

#### C. Involvement (Emotion/Product personality)

#### D. Awareness (Differentiate from other brands)

#### E. Emotions (Brand loyalty)

#### F. Likeability (Like story/entertaining ad = Like brand)

#### G. Symbolism (Cultural metaphors, etc.)