Appendix: Advertising Evaluation

Select a print ad or series of ads on a particular theme and analyze using the following outline.

1. DECONSTRUCTION OF NONVERBAL BEHAVIOR
   A. Facial expression
   B. Body posture, body language, touch
   C. Gestures
   D. Provocateur
      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 and ad
      1. Race/ethnicity
      2. Age range
      3. Gender
      4. Socioeconomic class (upper, upper-middle, middle, lower-middle, all socioeconomic classes)
      5. Special interest group (e.g., cigar smokers, hip hop music fans, horseback riders)
   C. Seasonal ad (e.g., Father’s Day, Valentine’s Day, Back to School, etc.)
   D. Why did the advertiser place this ad in this magazine/newspaper? (compare 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 combination is used and why?
      2. What color is dominant and why?
      3. Composition (arrangement of objects in ad)
      4. What type of font or cursive is used and why?

5. 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 frame 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.

6. Apply one of the models to the ad(s) or provide alternative model:
   A. Equal presentation
   B. Social reality
   C. Cultural attitudes