



Name: _____

Be Ad Aware

Now that each member of your group has chosen an advertisement, use this chart to compare and contrast the ads as a group.

AD	What group, company, or organization is responsible for the ad?	What does the ad say or suggest about the product?	What is the ad trying to get you to buy, do, or think?
1			
2			
3			
4			

Questions

After you complete the chart, answer the questions below on your own.

1. How are the four ads alike? _____

2. How are they different? _____

3. Take a closer look at the ad you selected. Is the advertiser's point of view different from yours? Describe how:

