***Year 9 – Advertisement Response (Task 2)***

***Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_***

1. What product is the advert selling?

2. What target audience are they aiming this product at (list as many demographic categories as possible ie gender, age, location, education etc).

3. What needs and desires do they promise will be satisfied through this product?

**Visual questions**

1. How many different shots are used in the advert? Count them and total up the number of close ups, medium shots and long shots.

2. What is the colour scheme of the advert and why do you think it has been used?

3. Think about how the advert is edited.  Have they given more time to live action footage or logos and graphics? Why?

**Soundtrack**

1. What music and sound elements have been used throughout the advert?

2. Describe the audio elements (ie SFX, dialogue, atmos) and the type of music used. How does the music chosen fit with the message of the advert?

3. What do you feel when you hear the music and how does this match the purpose of the advertisers?

**Extended Analysis**

1. How is gender (male/female) portrayed in this advert? Explain if you thought this advert used stereotypes and how this might be dangerous.

2. How did you relate to the characters in the advert? How do you think viewers might have their behavior shaped by the advertisement?

3. What values does the advertisement try to appeal to in the viewer (i.e. bravery, justice, popularity etc.). Why do advertisers try and connect with dominant values such as these?