

Analyzing Primary Sources: How to Interpret an Advertisement

Name : _____ Date: _____

Use this worksheet to help you interpret an advertisement by filling in the information wherever available.

1. Date or era of advertisement (if available): _____

2. What is the advertisement selling/promoting: _____

3. Now spend some time examining the entire ad taking in all the details. List the visual images found in the advertisement according to the following categories:

People:

Objects & Setting:

Activities/Actions:

4. Now read the text (some ads have more, some less), what is the main idea or message?

5. Describe what the advertiser is using to communicate to the audience.

6. What does this advertisement tell you about what the advertiser thought of the target audience? Does that make sense to you? Why or why not?