



## ASK ABOUT ADS

As you look at printed advertisements, critically analyze them by asking the following.

1. What is the product being advertised?
2. In what ways is this ad trying to influence me?
3. How is it trying to reach my emotions?
4. Am I being given all of the facts?
5. What does the advertisement NOT tell me about the product?
6. What does the fine print say?
7. Does this advertisement sound too good to be true?
8. Where are ads found?
9. Who or what is the source/author/creator of this information?
10. What qualifications or credentials do the person OR group have?
11. Is the information up to date?
12. What is the purpose of the information: to educate, to entertain, or to persuade you to buy something?
13. Is there contact information?