Ad Logic
Analyzing TV Commercials

Name:
Period:

Analyze the persuasive strategies in TV commercials. For each ad, answer the following questions *in full sentences*:

Purpose: What is this advertisement trying to persuade you to do? Be specific.

Audience: What group of people is this advertisement trying to persuade? How do you know?

Reasoning and Evidence: What reasons or facts does the advertisement give for why you should buy their product or do what they want you to do? ("You should buy this product because..." OR "If you buy this product, then you will...")

Relevance of Evidence: Is everything in the commercial relevant—in other words, do the images, ideas, and people all relate to the product? Or does the advertisement try to persuade you with any irrelevant evidence—statements, images, or facts that have nothing to do with the product or idea being sold? Explain.

Soundness of Reasoning: Is the reasoning in the advertisement sound? In other words, do the reasons given actually make sense? Explain.

Commercial One

Purpose:

Audience:

Reasoning and Evidence:

Relevance of Evidence:

Soundness of Reasoning:

Commercial Two

Purpose:

Audience:

Reasoning and Evidence:

Relevance of Evidence:

Soundness of Reasoning:

Commercial Three

Purpose:

Audience:

Reasoning and Evidence:

Relevance of Evidence:

Soundness of Reasoning:

Commercial Four

Purpose:

Audience:

Reasoning and Evidence:

Relevance of Evidence:

Soundness of Reasoning:

Commercial Five

Purpose:

Audience:

Reasoning and Evidence:

Relevance of Evidence:

Soundness of Reasoning:

Commercial Six

Purpose:

Audience:

Reasoning and Evidence:

Relevance of Evidence:

Soundness of Reasoning:

Commercial Seven

Purpose:

Audience:

Reasoning and Evidence:

Relevance of Evidence:

Soundness of Reasoning: