

ESLCO/DO
Media Assessment
October 13, 2023

THIS ASSIGNMENT HAS TWO PARTS. READ ALL THE WAY TO THE LAST PAGE!

Part 1 - Ad Analysis

total marks/25

Instructions: Choose one of the advertisements below. Examine the advertisement and write a 2 paragraph analysis of how the ad was created and how well it achieves its purpose.

Include the following information :

Paragraph 1

- The name of the brand and product.
- A description of the text including slogan, images and colors
- Explain why you think these elements were chosen

Paragraph 2

- What is the overall mood of the ad?
- What message does the ad send about how the product will affect the consumer's life?
- How are the mood and the message created?

Paragraph 3

- What is your overall impression of the ad?
- Is it honest about how the product works?
- Do you think the average consumer would be convinced to buy the product?
- How would you improve the ad?

Bonus: Use at least 1 modal of possibility in each paragraph

AD 1 Coca Cola



Ad 2 Tim Horton's and Philadelphia Cream Cheese



Ad 3 Nike Free



MAKE YOURSELF FIT

GET FIT. NIKE FREE XT

START WITH YOUR FEET, AND GET FIT FROM THE GROUND UP. INSPIRED BY NIKE FREE TECHNOLOGY, NIKE FREE XT QUICK FIT FLEXES AND RESPONDS TO YOUR FOOT'S NATURAL MOTION AS YOU WORK OUT, FOR A MUSCLE-IGNITING, HEAD-TURNING, UNSTOPPABLE YOU.

NIKEWOMEN.COM



Ad 4 Snickers

**OH DEER
ITS HARD TO SPEL
WHEN YOUR HUNGRY**

**IF YOU KEAP MAKING TYPING MISTAKES
GRAB YOURSELF A SNIKKERS FAST**



VISIT OUR FACEBOOK PAGE IF YOUR NOT SHAKING TO MUTCH 

Ad 5 Starbucks

Being yourself
means everything
to us.



Part 2 Total Marks- 15

Fake news has become a serious issue in many countries across the globe. **Write 2 paragraphs (CO) and 2 paragraphs (DO) discussing this issue.** You should explain what fake news is, why it is created, why it is a problem, and how to recognize it. Add your thoughts about ways to stop this problem.

DO - expand your explanation by focusing on examples of fake news and saying how these specific examples have caused problems.