**NAME** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Directions:** Complete the following graphic organizer for the magazine you have chosen.

Title of Magazine: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Date of Publication: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Picture on the Cover: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

1. Perform an analysis of your magazine. Begin by counting the number of similar goods or services advertised. (e.g. Computer ads = 3; Car ads = 6; Prescription drugs = 12) Record below.
2. Choose 4 ads that use **different** propaganda techniques. Do **NOT** repeat techniques. Refer to the Propaganda Techniques handout. Log them into the chart below:

|  |  |  |
| --- | --- | --- |
| **Product** | **Propaganda**  **Technique** | **Targeted**  **Audience** |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |

1. Based on your findings, determine the following about the **target audience** in general:
2. Age range : \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
3. Social status: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
4. Gender: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
5. Income: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
6. Race: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
7. Occupation: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
8. Why do you think the advertiser chose to use this medium rather than . . .
9. Radio –
10. Television –
11. Newspaper --
12. Choose one ad to identify the audience and rhetorical approach (logos, ethos, or pathos). (See Holt pp. 296 – 298 if you have forgotten what these are.) Then re-create the ad using a **different rhetorical approach** **AND** appealing to a **different audience.** Using Word, upload your ad and then re-create it by inserting text boxes and/or images to change words or features for your new rhetorical approach and audience. Save both the original and the new ad in a Word document to be uploaded to my wiki page. Answer the following questions below regarding each. Use your imagination to make realistic facts.
13. Good or product: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
14. Original Rhetorical Approach:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
15. New Rhetorical Approach: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
16. Original Targeted Audience: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
17. New Targeted Audience: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Bonus:** Using Excel, create a **Cool** chart or graph [pie, donut, bar, cone, etc) based on the analysis of the magazine in Question #1. Include the title of the magazine on the graph. You may use any criteria and style as long as the information is accurate and meaningful. Then load to my wiki page under Analysis of Ads.