



Name: _____

Date: _____

The Power of Advertising

Instructions: Select a food advertisement you've seen on TV or in a magazine. Answer these questions to examine how it influences its audience.

1. What product is being advertised?
2. Who is the ad designed to reach?
3. What happens in the ad?
4. What message is being conveyed about this food?
5. Is the message accurate or possibly misleading?
6. How does the ad get the audience to buy the product?
7. Does this ad appeal to you? Why?

