

ADV 375: CONSUMER BEHAVIOR

Writing Assignment: Ad analysis

LENGTH: Approximately 3-5 pages double-spaced. Please use 12-point font with no smaller than 1-inch margins. If your paper exceeds the page limit, it will not be read past page 5.

DUE DATE: November 17 @ 11:59 pm. Papers are to be submitted on D2L only, email submission will NOT be accepted.

Instructions

This assignment requires you to locate an ad from the print media (e.g., magazine, newspaper) or television or internet (i.e., a commercial), and to analyze it from the perspective of the topics we studied in class this semester.

You are not required to find external sources for your analysis, but it is fine if you do. You may cite the textbook in your analysis. DO NOT cite lecture notes or personal communication with the instructor. You should include a reference page and use APA format. Your reference page is not included in the page limits.

Note: You must attach the full text or an image of your message to your paper to receive credit on this assignment. This can be included on a final page with the header "Appendix." If you chose a TV or video commercial, you must submit a copy via a video file or URL using a format that can be played on a standard computer. TEST THE LINK on different browsers and systems before submitting your paper.

Your paper should use the following headings and contain the following information.

DESCRIPTION OF AD (about 1-2 paragraphs)

Where did this message come from? Where was it published/aired? Who is the responsible person/organization (e.g., author, publisher, company)? Is there a web address or a citation to a printed source? Describe the message: What are the main features of the message? What is the nature of the appeal?

GOAL ANALYSIS (about 1 to 2 paragraphs –the rest of the first page)

What is the goal of ad? Are there multiple goals? If so, describe each. You must state the goals in terms of the audience's beliefs, attitudes, and behavior to receive points in this section.

AUDIENCE ANALYSIS (about 3-4 paragraphs)

Who is the message's intended audience? What market segments are being targeted –think about demographic, psychographic, and behavioral segmentation? On what are you basing this assumption? Is the message appropriate for the intended audience, and how might that affect the message's effectiveness? What effect is the message likely to have on people who are NOT in the target audience? Explain why you think so.

THEORETICAL ANALYSIS (about 1 page)

Choose a theoretical lens to discuss why this message might or might not be persuasive from the perspective of the theory. Demonstrate how the theory “explains” the influence attempt using the terminology and concepts specific to that theory and how the various features of the message correspond to the theory. What assumptions need to be made about the audience –are their goals/motivations/abilities relevant? How would this appeal change attitudes or behavior, according to the theory? Be as detailed as you can and be sure to communicate both that you understand the theory, and how the theory applies to this specific instance.

FEATURE ANALYSIS (about 1 page)

Analyze the way the message is presented in the ad (Chapter 7 may help here). What are the features of the message, the design, and the composition that convey the persuasive intent of the message? Using what you have learned about audience characteristics, human learning and perception, and message design, HOW is this message likely to be effective? What processes (e.g., learning, persuasion, perception) will viewers/readers engage when they are exposed to this ad, and how will the ad affect them?

PRAGMATIC ANALYSIS (about 1 page)

Given what you know about the audience, the theory, and the message, is this influence attempt likely to be effective? Explain why or why not. Because all messages can be improved, how would you improve this one to make it an effective (or even more effective influence attempt)? Link your suggested improvements to the analyses you have described above.