English 11 Name:

Advertisement Inventory – Due at start of class on Wednesday, 4/12

Wherever you go, brand names, logos, jingles, slogans, and persuasive images bombard your senses. Sometimes the message is hidden, but it enters your unconscious memory and the next thing you know, you are humming the Almond Joy jingle or can’t live without a Swatch. Advertising in a powerful tool, and we are all victims of its manipulation. How many advertisements can you find by being actively aware of your surroundings? Check out clothing, decals, machines, bags, pop up ads, “sponsored content” on websites, etc. Keep track of all the subtle (and not so subtle) ads that fill your world for one day. Be sure to also write down where you find each one.

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| **Description of Ad – what is it trying to get you to do or buy?** | **Location of Ad** |
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