English 2201/3201 Name:
Media Unit
Worksheet #5

Effective Advertisements

Watch the following advertisement:
SHIP MY PANTS: http://m.youtube.com/watch?v=I03UmJbK0lA

Before proceeding to the written portion of this exercise, be sure that you are familiar with the following terms:

Colloquialism
Slang
Purpose
Theme / message
Demographic
Text choice
Target audience
Tools of persuasion/Media strategies
Malapropism

Answer the following questions in the spaces provided.

1. Who is the target audience/demographic? What words, images or sounds are indicators of the target audience?

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2. Discuss any 2 media strategies/tools of persuasion used in this ad. How are they effective?

3. Identify and describe the use of subtext in the advertisement.

4. How is the use of *colloquialism/slang* effective?