

Audience Activity: Who Is The Audience?



Thanks to “Access Learning” magazine, (June 2004) for recommending this activity.

Every media message is designed specifically to appeal to a “target audience.” Posted below are several advertisements taken from newspapers and magazines.

For each ad, students could ask:

- who produced the ad?
- who is the ad targeted to? (male vs. female; young vs. old; rich vs, poor; white vs. minority; urban vs. rural)
- what are the clues in each ad that reveal who the ad is trying to reach?
- what section of the newspaper (or magazine) might you find this ad? (news; business; feature, sports, travel, other); why?
- what techniques are used to attract attention? (bold fonts; testimonials; statistics, etc.)
- how is photography used? is it effective?

Click on an ad, which will open a separate window, which can be printed.

CNN Ad , from American Demographics magazine CNN Ad , from NY Times (5/9/05)	E! (from Television Week, 4/05)
Magazines , from Oprah (Feb 2009) Magazines (NY Times)	Nick At Nite (from Adage website)
Sands Resorts , The State	Mentor , Ad Council
Lake Murray Magazine , The State	Alcohol Ads
Timberlake Golf Club , The State	Food Ads
Oakleaf Village , The State	Celebrity Ads
Freedom , magazine ad from The Ad Council	Diet Ads (weight loss)
Get Caught Reading , ad from People Magazine	Tobacco Ads
Life Cereal , from TV Guide magazine	Nick At Nite Ad , from NY Times
Newspapers In Education , The State newspaper, Columbia SC	



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