

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.

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



Image from website:
American Advertising
Federation



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