

# 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.

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



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