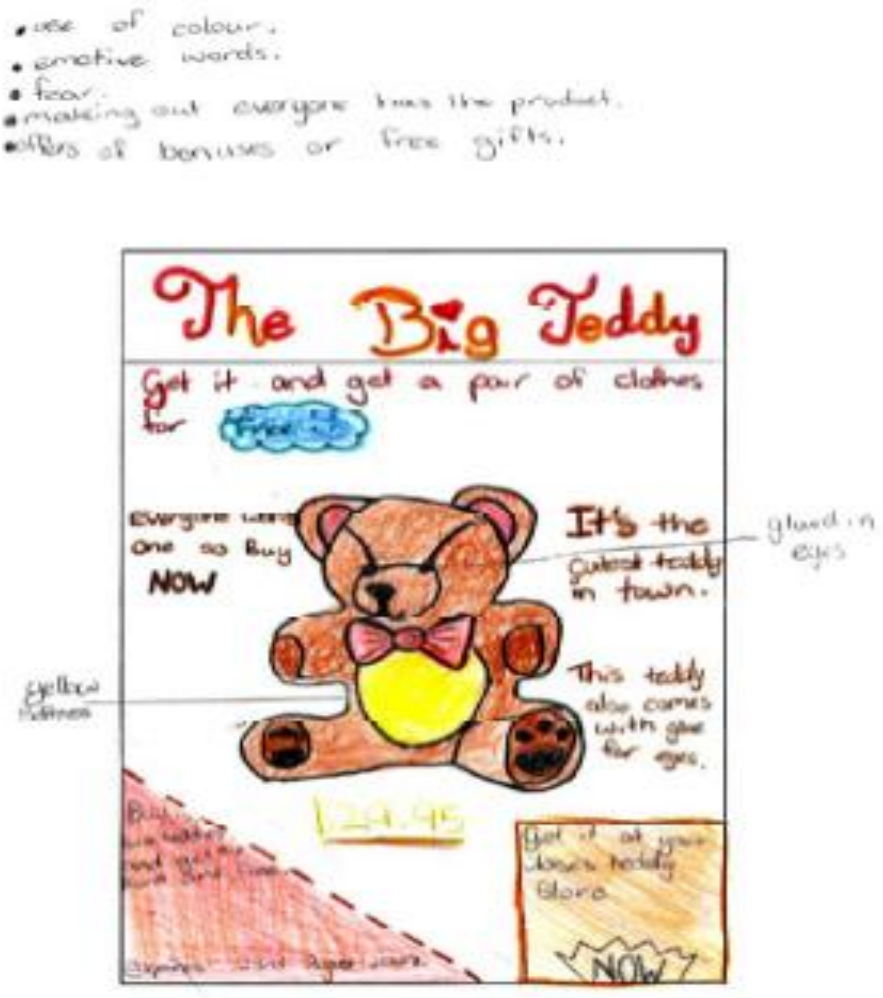
End Stage 3 English – Advertisement – Grade C

Advertisement analysis sheet

Part 1

	Product or service What is advertised?	Target audience Who is it aimed at?	Persuasive techniques How is the advertisement trying to persuade us to buy the product/service?
2	The advertised product is a game on a Kiassen phone.	This product is aimed at teenages and kids.	This product uses funky colours, a picture that is a hopscotch. Big letters and phones. The advitisment says that it is easy to get the game.
1	The advertised product is a fizzi drink called spark.	The product is aimed at teenages and kids.	This product uses big writing with sparks behind, a six pack of it and it has sentences saying that it will electrifies your tastebuds and it says were to get it.
3	Peppers pizza's new pizza is being advertised.	It is aimed at anyone who wants to try a new pizza.	This advertisment has lots of colours, a big special sign and it has directions and a voucher to get a free drink with the pizza and a deal to buy one and get one free. And it says 99% fat free.
4	This is advertising easy loan for luxury holidays.	This is aimed at Parents who are looking for loans to go on holidays.	This uses pictures of luxury holidays and a man thinking of holidays, and a question at the bottom.

Demonstrates sound grasp of the concept and of the target audience



Uses emotive language to communicate to the target audience

Grade Commentary

Kendell has demonstrated an adequate level of competence in analysing and creating visual texts. Some techniques in the advertisements provided have been identified and described, and there is a sound grasp of the concept of the target audience. The advertisement concept demonstrates a sound understanding of persuasive techniques.

Kendell's response demonstrates characteristics of work typically produced by a student performing at a grade C standard.