

Media Ad Critique Worksheet

Use this worksheet to analyze any advertisement you see—on TV, online, in print, or on social media.

1. Where did you see the ad?

2. What is being advertised?

3. Who is the target audience for this ad?

4. What persuasive words or emotional language does the ad use?

5. Does the ad offer any proof or evidence?

6. Are there any missing details or fine print?

7. What techniques are being used? (circle any that apply)

- Fear - Humor - Celebrity - Scarcity - Comparison - Emotion - Testimonials

8. Do you think this ad is trustworthy? Why or why not?

9. Would you want to buy or try what's being advertised?

10. What questions would you ask before deciding?

Bonus: Find another ad and compare it. Which one was more persuasive and why?