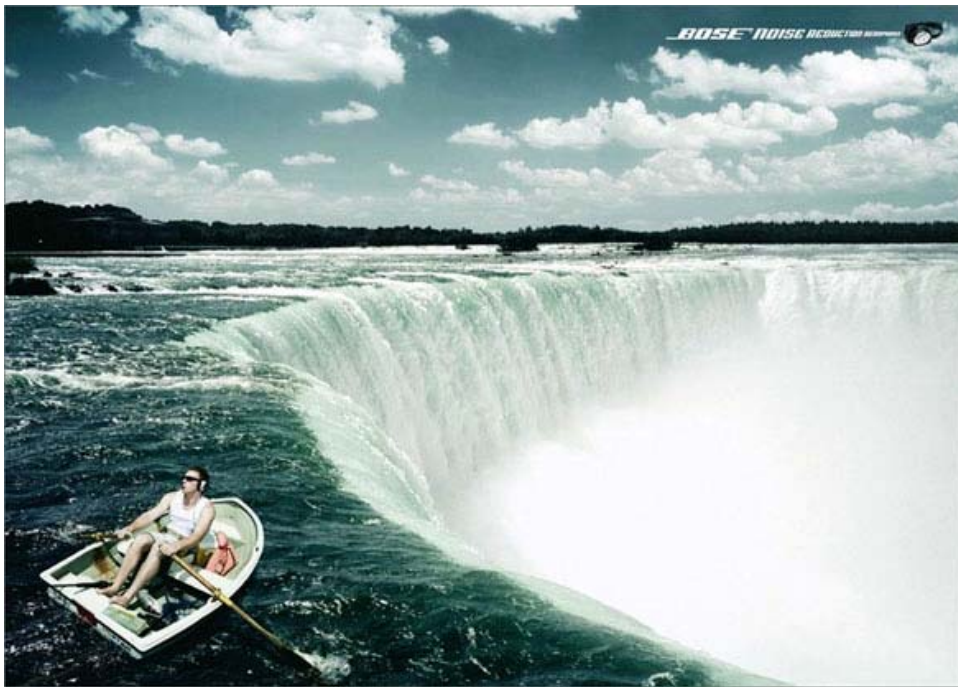


Visual Literacy

For each of the seven advertisements on the following pages, consider these questions:

1. Is the advertisement effective? Why or why not?
2. Are there any gender or other stereotypes at play? Is the advert humorous or offensive? Explain.
3. How does the advert aim to position the reader/viewer? (i.e. what are we being led to think or feel?)
4. Are the AIDA principles evident in the advert?
5. What needs or desires are being appealed to in the advert?
6. Write an appropriate line of copy for the advertisement.

Source: <http://spyrestudios.com/hilarious-print-ads/>



(Above: noise reduction headphones)





