

Teacher Guide to Student Worksheet 3-Advertisement Analysis

Name: _____

Date: _____

(Each question is worth 1 point for a total of 8 points.)

Pennsylvania Turnpike: For Any Season, For Any Reason

What turnpike traits are shown in the ad?

Versatile, functional

Does the ad use:

Images? _____

Words? ____X____

Both? _____

If the ad shows an image, what is it?

How does this image add to the message?

What colors are used in the ad?

Red, yellow, and a bit of blue

Why do you think the designer chose these colors?

Bright primary colors attract attention and are cheerful.

Do you think this is an effective ad?

Yes.

Why or why not?

It effectively conveys the Turnpike's versatility, by using bright colors and playing off a poem that the public would probably have known.

Harrisburg Newspaper Advertisement (Greyhound)

What turnpike traits are shown in the ad?

Scenic, efficient, time-saving, comfortable

Does the ad use:

Images? _____

Words? _____

Both? ___X___

If the ad shows an image, what is it?

It shows a Greyhound bus cruising down the Turnpike after just exiting a tunnel.

How does this image add to the message?

It supports the idea of Greyhound service and efficiency.

What colors are used in the ad?

Blue and white

Why do you think the designer chose these colors?

The white stands out against the darker blue background. (Also could be the marketing colors for Greyhound)

Do you think this is an effective ad?

Yes.

Why or why not?

It provides the reader with a specific way to use the Pennsylvania Turnpike and Greyhound and gives incentives of scenery, being comfortable, and saving time (a big incentive in our culture).