Advertisement: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Pick an advertisement on a product of your choice from youtube. Analyze the advertisement by answering the following questions:

1. What is the advertisement trying to sell to you?
2. What is the conditional statement being used in this advertisement?
3. What other things in the advertisement draw you into wanting to buy this product? Are the extra effects adding to or taking away from the message? Why or why not?
4. Is the advertisement convincing you to buy this product? Why or why not?
5. What would you change to make it even more effective? Why?