

How to Read an AD

▣ Adapted from *Visual Messages* by
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▣ Ads from www.adflip.com



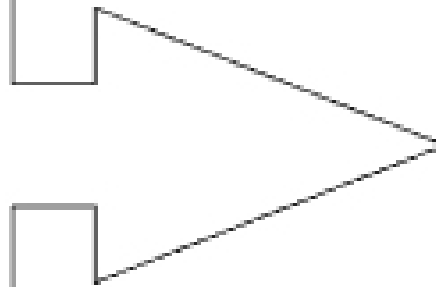
Important note

- Don't forget to fill out the worksheet entitled "How to Read an Ad" as you complete this activity.
- There really aren't any right or wrong answers, but I will be looking for you to show that you thought about the questions and gave meaningful answers.



When reading an ad,
examine the following:

- Point of view
- Position
- Posture
- Person speaking



4 p's