

Advert analysis

Questions to think about:

- What is the advert about?
- Are there any pictures of animals?
- How do these make you feel?
- Does the advert have a catchy **strapline**?
- How does this make you feel?
- What adjectives are used in the advert?
- How do these make you feel about the animal(s) in the advert?
- Does the advert make you think about the animal products you eat and what conditions the animals were kept in?
- Are there any logos on the advert?
- Will you remember to look for these logos when you next go shopping?

Strapline: A strapline is a sentence that is used on an advert to help people remember the product or company being advertised.