

Analyzing Advertising Graphic Organizer

Use this organizer to help analyze advertisements for exaggerated, contradictory, and misleading statements.

Advertisement (Product Name):

Found in: (newspaper, magazine, website name):

Exaggerated, Contradictory, or Misleading Statement

What does the author want me to do or buy?

What good will I receive from following the author's suggestions?

Why does the author want me to follow this suggestion: for the company's good, for my good, for the good of my peers?

What words does the author use to convince or persuade me to buy his product?

Exaggerated Statement	statement meant to magnify beyond what is true
Contradictory Statement	conflicting or opposite statements
Misleading Statement	statements that not true, are meant to guide to a wrong conclusion, meant to deceive

Evidence