

Directions: Attach this analysis to the BACK of your ad parody poster.  
Please respond in **complete sentences** to each topic below.

**AD PLACEMENT:** In what magazine (or type of magazine) did your ad appear? Why do you think this magazine was selected for this ad?

The ad appeared in Women's Day. I think it was selected for this magazine because it shows a young healthy looking woman having a great time smoking.

**AD TECHNIQUES:** What types of advertising techniques or appeals were used in this ad? This ad used False Image. The woman looks young, pretty, and healthy, when smoking does just the opposite to you.

**MOTIVATION:** What internal pressures within the consumer do you think this ad targets? This ad targets the need to look good and have a good time.

**ALTERNATIVES:** What are some healthy alternatives you can suggest to meet the need (internal pressure) within the consumer instead of buying the advertised product? To have a good time you can go out with friends or relax by yourself. To look better you can exercise, eat healthy, or get more sleep.

**AD EFFECTIVENESS:** How effective do you think this ad is? Why do you think so? I think that this ad would be effective on people that already smoke, but want to smoke "healthier". I think this because the ad reads:

"Can you really enjoy smooth,  
satisfying taste, at lower tar? Yes!"

## Student Handout

### AD PARODY SCORING RUBRIC

CRITERIA	EXCELLENT 4	COMPETENT 3	GOOD 2	NEEDS WORK 1
<b>Ad Analysis</b>  The extent to which comments reveal understanding of the multiple influences which affect healthy decisions and behaviors.  H 1.3 NHES: Analyzing Influences	<ul style="list-style-type: none"> <li>Answers show insight and depth.</li> <li>Evidence of independent thought that applies class work to the ad.</li> <li>Shows a clear connection between internal and external influences.</li> </ul>	<ul style="list-style-type: none"> <li>Answers all questions.</li> <li>Clearly explains techniques of ad.</li> <li>Class work information is evident</li> <li>Makes a connection between internal and external influences.</li> </ul>	<ul style="list-style-type: none"> <li>Attempts all questions.</li> <li>Some explanation.</li> <li>Answers relate to class work.</li> <li>Attempts to link internal and external influences.</li> </ul>	<ul style="list-style-type: none"> <li>Attempts to answer some questions.</li> <li>Answers are vague or superficial.</li> <li>Does not reflect class work.</li> </ul>
<b>Ad Parody Poster: Message</b>  The extent to which the parody conveys a message of healthy choices by contrasting the ad message with the facts about the product.  H 3	<ul style="list-style-type: none"> <li>Creative original.</li> <li>All major elements of the ad are modified to reflect the facts about the product</li> <li>Information is accurate.</li> </ul>	<ul style="list-style-type: none"> <li>Many parts of ad are modified.</li> <li>Clear message about the product; not simply changing a few words.</li> <li>Information is accurate.</li> </ul>	<ul style="list-style-type: none"> <li>Some parts of ad are modified; some are simply copied.</li> <li>Message is weak.</li> <li>Few facts are used.</li> </ul>	<ul style="list-style-type: none"> <li>Few parts of original ad are included.</li> <li>Parody is incomplete.</li> <li>Facts are inaccurate.</li> </ul>
<b>Poster: Appearance &amp; Construction</b>  The extent to which the conventions of standard written English are followed, and appropriate presentational strategies are utilized.  ELA 3	<ul style="list-style-type: none"> <li>Poster is neat; colors and layout match original.</li> <li>Planning is evident</li> <li>Correct spelling and grammar are used.</li> <li>Completed on time.</li> </ul>	<ul style="list-style-type: none"> <li>Neat.</li> <li>Overall appearance of parody is similar to original ad.</li> <li>Well-planned with few errors.</li> <li>Completed on time.</li> </ul>	<ul style="list-style-type: none"> <li>Looks somewhat like original ad.</li> <li>Some planning; some errors.</li> <li>Completed on time.</li> </ul>	<ul style="list-style-type: none"> <li>Messy; little evidence of planning or effort.</li> <li>Numerous errors in spelling or grammar.</li> <li>Failed to meet deadline.</li> </ul>

Can you really  
die from  
smoking  
cigarettes?  
YES.

You really  
can.



You've got  
**DEATH**

SURGEON GENERAL'S  
WARNING: Quitting Smoking  
Now Greatly Reduces  
Serious Risks to Your Health