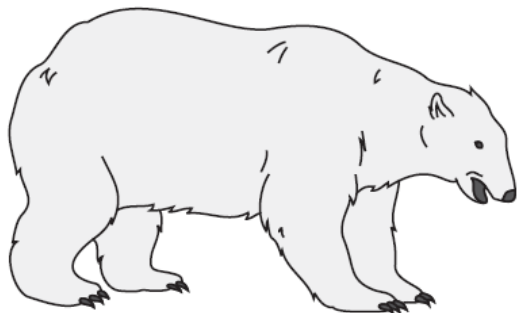
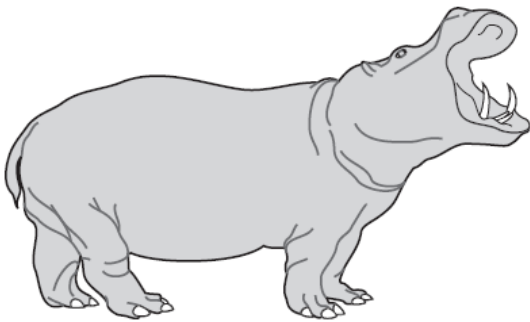


Analyzing Animal Ads

Name: _____

Date: _____

Find at least one advertisement that makes use of an animal to sell its product. Examine the advertisement and answer these questions:



1. What is the advertiser's purpose?
2. What animal image is used to sell the product?
3. Does the image have any direct relationship to the product? If yes, what is that relationship? If no, what purpose does the image serve for the advertiser in attempting to sell the product?
4. Does the ad make you feel any emotions? What are they?
5. What stereotypes, if any, does the ad encourage or build upon?
6. Does the ad portray a metaphor to sell its product? If yes, describe its purpose.
7. Does the advertisement portray the animal in a realistic way? Describe what seems realistic and what doesn't.
8. Identify and describe any ways in which the ad might contribute to practices that could be harmful to animals or promote an unrealistic view of animal needs.
9. Who do you think benefits more from the ad – the advertiser or the animal?
10. Describe a way that advertisers could use animals to the best advantage of both animals and the advertisers.