**Advertisement Unit Wrap-Up**

This is an open computer assessment so please use your computer to answer the following questions.

**Part 1 - Introduction**

1. **Define what an Advertisement is.**
2. **Name the 4 emotions Advertisements target.**
3. **Name 5 places you can find advertisements.**
4. **Why can we find advertisements all over the place?**
5. **How does technology affect advertising?**

**Part 2 – Looking at Advertisements.**

1. [**https://www.youtube.com/watch?v=LClBVIZOIc8**](https://www.youtube.com/watch?v=LClBVIZOIc8)
2. **What emotion does this advertisement try to target?**
3. **Is it effective in your opinion?**
4. [**https://www.youtube.com/watch?v=r6XKV1RSQOY**](https://www.youtube.com/watch?v=r6XKV1RSQOY)
5. **What emotion does this advertisement try to target?**
6. **Is it effective in your opinion?**
7. [**https://www.youtube.com/watch?v=QkFlZPItIKo**](https://www.youtube.com/watch?v=QkFlZPItIKo)
8. **What emotion does this advertisement try to target?**
9. **Is it effective in your opinion?**

**Part 3 – Print Ads**

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1. **Which of the 4 emotions does the above ad target?**
2. **Does this advertisement give enough information in your opinion?**
3. **Do you think print advertisements are as effective as T.V. commercials?**

**Part 4 – Trailers and Infomercials**

1. [**https://www.youtube.com/watch?v=wZdpNglLbt8**](https://www.youtube.com/watch?v=wZdpNglLbt8)
2. **Does this trailer use any of the 4 emotions other ads use? Which ones?**
3. **Does this trailer accurately reflect what the movie will be about?**
4. **Would you have wanted to go see this movie based solely on the trailer?**
5. [**https://www.youtube.com/watch?v=uTZIyaEb\_xI**](https://www.youtube.com/watch?v=uTZIyaEb_xI)
6. **What was this infomercial trying to sell?**
7. **Who would be the target audience for this product?**
8. **Would this ad convince you to buy the product?**