

# Studying Television Commercials

## Discussion Before Viewing Commercials:

List purposes of a commercial:

- 1.
- 2.
- 3.

List traits of an effective commercial:

- 1.
- 2.
- 3.

Fill out the chart below for the viewed commercials:

	AD #1	AD #2	AD #3
<b>purpose</b>			
<b>length</b>			
<b># of characters</b>			
<b># of speakers</b>			
<b># of scene changes</b>			
<b>Off camera narrator?</b>			
<b>type of sound effects or music</b>			
<b>use of graphics, props, objects, visual aids, etc.</b>			
<b>persuasive technique(s) used</b>			