

Activity sheet 14: campaign analysis

Use this worksheet to make notes on an advert of your choice. Then, use the notes to help you write a campaign analysis.

Media product: _____

Who is being represented?	
Is it a positive or negative representation? Give reasons for your answer.	
Who is the primary audience?	
Is the audience likely to be passive or active? Give reasons for your answer.	
What is the preferred reading of this product?	
What might a negotiated reading be?	
What might an oppositional reading be?	