

## Writing Assignment 2: Comparing and Contrasting Magazine Advertisements

For this assignment, you will be asked to find **two** advertisements to compare and contrast. Each advertisement should be from a magazine.

As you compare and contrast these images, answer the following questions in an **argumentative, thesis-driven essay**:

### Which advertisement is more effective and why?

#### Points/Questions to consider:

- Choose your advertisements wisely. Look for two that share a common message, cultural phenomenon, or even two that use similar advertising techniques. (For example, two that are selling food products, two that use the image of the family, two that share similar fonts/color schemes).
- As you consider what the advertisements say about our culture. Consider issues we have discussed so far about the family, gender, race, ethnicity, and socioeconomic status. How does your advertisement sell to certain groups? Which groups are ignored? What does this mean about the product/the company?
- Consider the counterarguments to your reading. Include them in your paper as you consider alternate readings to your reading of the advertisement.
- Don't forget to consider any text that your advertisement might have. How do the images match the copy? How do the words add to the effectiveness or ineffectiveness of a certain advertisement.
- Consider target audiences of your advertisements.