**Demographics and Targeted Advertising**

1. Find an advertisement on the Internet. Analyze it!  
   - Discuss the context of publication and intended audience.  
   - What elements (visual, language, persuasive techniques) are employed to ‘sell’ both an idea and (possibly) a product? Be prepared to share your analysis with the class.
2. Today we will further our understanding of targeted writing and persuasive techniques { <https://drive.google.com/file/d/0B3BORrtzoiQuU2ZacTVIYUhLNTQ/view>} with the concept of *demographics*.  These are the characteristics that make up a human population such as gender, age, and race.  Which demographic group(s) do you fit into? Completing the following to find out. Examples of ‘other’ categories include social group, economic status, religion, level of education, region of the country and so on.

|  |  |
| --- | --- |
| Age group: |  |
| Race, ethnicity, nationality: |  |
| Gender: |  |
| Other 1: |  |
| Other 2: |  |
| Other 3: |  |

With these demographics in mind, list specific types of media that would appeal to someone like the person you described above:

|  |  |  |
| --- | --- | --- |
| **TV Shows** | **Music** | **Movies** |
| 1. | 1. | 1. |
| 2. | 2. | 2. |
| 3. | 3. | 3. |

This is how advertisers think of consumers: not as individuals, but as members of groups that tend to believe, behave, or purchase in certain patterns. Even when an advertisement is appealing to the idea of individuality, advertisers are appealing to the demographic group of "people who like to be thought of as individuals," not to any single consumer.  ***Thus, they are prone to simplify images, values and messages to fit in with generalizations and stereotypes***.

1. Find an advertisement on YouTube or other online site (a video).   
Link:

·   What is the advertizement for?  Who produced it? Be specific.

·   What is the age range of the target audience?  What makes you think so? Be specific.

·   What is the race/ethnicity/nationality of the target audience?  What makes you think so? Be specific.

·   What is the gender of the target audience?  What makes you think so? Be specific.

·   ‘Other’ category #1 (religion, education level etc…): Be specific.

·   ‘Other’ category #2 (religion, education level etc…): Be specific.

* How does the advertising media reinforce or challenge stereotypes?  Be specific.

* Which persuasive strategies did they use? Be specific.

* How effective do you believe they would be on the target audience?  Be specific.
* How could the advertisers make their advertisement even more persuasive?  Be specific.