

Name: _____

Date: _____

Pd: _____

**Step 1 – Research Advertising Techniques
Worksheet**

Directions: Use complete sentences to answer numbers 1 – 6.

1. What is advertising?

2. What is propaganda?

3. Who does advertising target? How do they do this?

4. How long is an average commercial?

5. What qualities make a slogan effective? Why are slogans important to the companies doing the advertising?

6. What qualities make a logo effective? Why are logos important to the companies doing the advertising?

7. Fill in the chart on the back of this page. Complete all ten; do not leave any space blank.