ENGL 1303  
Evaluating Advertisements

Take 1
How does this ad make you feel?
Write down 2-3 details/aspects of the video that make you feel this way.
1.

2.

3.

Take 2
How do you think the ad creators want you to feel / think / do?
Write down 2-3 details/aspects of the video that make you think this way.
1.

2.

3.

Take 3
Write down 2-3 other details you notice about this ad.
1.

2.

3.

Now: Search Google or Google News for
- AirBnB discrimination
- AirBnB regulation

What did you find?
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My analysis

1. Write down 3 details/aspects of this ad that stand out to you. What makes them stand out?
   a.
   b.
   c.

2. How does this ad make you feel? Write down 2-3 details/aspects of the video that make you feel this way.
   a.
   b.
   c.

3. How do you think the ad creators want you to feel? Write down 2-3 details/aspects of the video that make you think this way.
   a.
   b.
   c.

4. Do a Google Search and/or Google News Search for the company behind this ad. What did you find out about this company?