

Worksheet for Analyzing Persuasive Material

This worksheet can be used to analyze persuasive materials, such as election posters and advertisements, in order to understand their meaning. Fill out the sections relevant to the specific item you are analyzing.

Observing – What can you learn from observing the item?

1. First impression: What catches your attention when you first look at the item?

2. What type of item is this? ___ poster (words and visual items) ___ flyer (words only)
___ sticker ___ other _____

3. Which language is used? _____

4. Which colors are used? _____

5. Which company, organization, or party published the item? _____

6. When was the item published? _____

7. What symbols are used? _____

8. Translate and summarize the text used. _____

Understanding – Use prior knowledge and analytical skills, reference books, and online research to understand the context and meaning of the item.

1. Who published this item? What is their agenda or ideology?

2. What topic is the item relating to?

3. What message does this item convey?

4. How do the design elements support the message?

5. Who was the intended audience? How do you know?

6. Does the item present a positive or negative message? _____

7. How effective do you think this item is? Explain your answer.
