

Reading Print Advertisements Semiotically

Weebly Posting Due On-line By 5:00 PM FRIDAY, NOVEMBER 29

Locate nine examples of print advertisement in magazines/newspapers (6) , and billboards (3). Analyze each image according to the strategies outlined in *Signs of Life in the USA* (pages 33 -36), "Reading Visual Images Actively."

For each image, provide the following information:

- Format (appearance)
- Kind of Image
- Audience
- Emotion
- Composition and Layout
- Text
- Response

Provide a photograph or scan of the image and display it with your analysis.



**If you drink like a man
you might end up looking like one.**

Wine doesn't just come with cheese. For women it's also accompanied by hair loss, wrinkles and obesity, plus the other problems like breast cancer, early menopause and memory loss.
For confidential advice or more information please contact 0208 257 3068.

