

Analyzing Energy Advertisements

1. What energy product is being advertised?

2. Write a brief description of the advertisement, including its purpose.

3. In what category would you place this advertisement? (Circle one.)

Type of Energy Source

Customer Product

Public Relations

Other _____

4. What strategies are used in this advertisement? (Consider design elements such as artwork, visual images, music, and color.)

5. To what type of audience does this advertisement appeal? Why?

6. What groups of people might not like this advertisement? Why?

7. How does this advertisement affect you? (What does it make you think or feel?)

8. What is your definition of efficient energy use? (If the class worked together to develop a definition, use that definition.)

9. Write three characteristics that are common among advertisements that promote energy efficiency.

10. Which of these characteristics, if any, does this advertisement have?

11. Does this advertisement promote efficient use of energy? Why or why not?