**Peer Critique of Advertisement** R.8, R.2 & SL.2 Standards

YOUR NAME \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ HOUR \_\_\_\_\_\_\_\_\_\_\_\_\_\_

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| **Names of group members** | **Product they are selling** | **something great about this ad.** | **something confusing or a suggestion** | **What strategies are they using?** |
|  |  |  |  | \*Humor or puns \*Repetition  \*Attack/mudslinging \*Jingles & slogans  \*Deliberate omission \*Celebrity  \*Common sense/logic/reason \*Patriotism  \*Emotional appeal \*Anecdote  \*Imagery and/or figurative language |
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