**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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