

Print Advertising Toolkit

Year 7 English Media Literacy Unit — Comprehensive Analytical Guide

This toolkit provides a structured framework and printable resource for scaffolding media analysis for Year 7 students. It helps students transition from simple identification of features to analytical paragraphs linking technical choices with target audience impact.

1. Technical Terminology Matrix

Strategy / Term	Student-Friendly Definition	Classroom Check / Prompt
Focal Point / Salience	The most visually dominant part of the page that catches your eyes first. achieved via size, placement, or contrast.	"Close your eyes. Open them. What is the absolute first thing you see?"
Reading Path (Z-Pattern)	The visual track the viewer's eye follows across the page, usually top-left to bottom-right.	"Where do your eyes travel next? Where is the logo placed?"
Vector Lines	Invisible lines created by the gaze or direction of elements inside the ad that steer your focus.	"Where is the person in the advertisement looking or pointing?"
Color Symbolism	The deliberate choice of color combinations to trigger specific moods, emotions, or brand feelings.	"Why use green for a health bar instead of bright red or black?"
Imperative Language	Action or command verbs instructing the audience exactly what step to take next.	"Find the command word. What is it ordering you to do?"

2. Analytical Scaffolding

THE "WHAT, HOW, WHY" ANALYTICAL FRAMEWORK

WHAT: Identify the strategy being used. (e.g., *The creator uses high color contrast and salience...*)

HOW: Explain exactly where and how it appears in the advertisement. (e.g., *...by placing a vibrant yellow running shoe dead-center against a stark jet-black backdrop...*)

WHY: Connect the choice to the target audience and persuasive intent. (e.g., *...in order to instantly hook teenage athlete consumers and symbolize a burst of speed and energy.*)

Deconstructing Print Advertisements

Year 7 English Media Analysis Worksheet

Student Name: _____ Date / Class: _____

[Paste or Attach Selected Print Advertisement Image Here]

Part A: Visual Breakdown

1. Identify the Focal Point (Salience). What element grabs your attention first, and how did the designer make it stand out?

2. Examine the Reading Path. Where do your eyes look after the main element, and where do they finish? Is there a clear path?

3. Analyze the Color Choices. Identify two dominant colors used in the ad and explain what emotions or ideas they bring to mind.

Part B: Text & Persuasion

4. Focus on Language. Write down the Headline or Slogan. Does it use imperative language, wordplay, or hyperbole? Explain its impact.

5. Rhetorical Strategy. Does this ad focus mostly on Pathos (emotion), Logos (logic/facts), or Ethos (credibility/trust)? Provide evidence.
