1. Literal Description:

1. What does this company associate its product with to make you want to buy it?

2. What does the image promise? (i.e. "If you buy ______, then ________")

3. Who might be the targeted audience? Describe their age, gender, ethnicity, occupation, etc.

4. Is the image telling the truth? Is this image portraying a realistic situation? If not, what would be different in a real-life situation?
CONTEXTUAL ANALYSIS

All Visual Culture represents, as well as influences, the culture that creates it.

6. If an art historian viewed this image 100 years from now, what would they learn about the values, beliefs, and attitudes of the culture that created it?

7. Does this image reinforce any generalizations or stereotypes?

8. Visual Culture reinforces values, beliefs, and attitudes. How specifically does this image affect society?