Advertising: Recommended Links

(NOTE: if you come across a broken link please email me fbaker1346@aol.com and I will attempt to determine if the source is recoverable.)

A

- [Ad*Acess Project (Duke University)](#)
- [AdAge – The Advertising Century](#)
- [Ad Council](#)– retrospective
- [Adcritic.com](#)
- [Ad Decoder](#)
- [Ad Dissection 101](#)
- [Ad Dissection 101](#)
- [Ad Factor](#) (3 stages of the advertising process)
- [Ad Flip-World's Largest Print Archive](#)
- [AdForum.com](#)
- [Ad Icons](#)
- [Top Ten Ad Icons](#)
- [Ad It Up](#) (teaching approach)
- [Adjab](#)(blog)
- [Adland](#)
- [Admongo.gov](#) (FTC)
- [Adproofing Your Kids](#)(parent blog)
- [AdReview](#) (streaming; critiques)
- [Ad Speak](#) (see also [AdSpeak Glossary](#))
- [AdViews:](#)A Digital Archive of Vintage Television Commercials
- [Ad Workers](#)
- [Ads.com](#)
- [AdsoftheWorld](#)
- [Ads: Why We Buy, What We Buy](#)(see page 8)
- [The Advert Channel](#)(UK)
- [advertisementave.com](#) (streaming ads)

- [Advertising 101: The Wide World of Online Ads (Infographic)](#)
- [Advertising](#)(UK) resources
- [Advertising](#) (good page for resources & links)
- [Advertising Analysis](#): Notes & Questions
- [Advertising and Image](#)
- [Advertising careers](#)
- [Advertising Claims & Schemes](#)
- [Advertising Dissection & Analysis](#)(one page handout)
- [Advertising Glossary](#)
- [Advertising Images of Girls and Women](#)
- [Advertising Jingles](#)
- [Advertising Savvy](#)
- [Advertising Propaganda](#)
- [Advertising Techniques](#)
- [Advertising Terminology](#)
- [Advertising World](#)
- [Advertising's 15 Basic Appeals — Jib Fowles](#)
- [Advertolog](#) (huge database of print/video ads)
- [Adwatch.tv](#)(Ads from Britain)
- [Age of Reason](#) -marketing to teens
- [AIDA](#) (Attention, Interest, Desire, Action) Explained
- [American Advertising-A Brief History](#) (History Matters)
- [American Advertising Federation](#)
- [American Brandstand](#)
- [American Museum of Advertising](#)
- [Analyzing Ads](#)(questions)
- [Analyzing Ads and Commercials](#)
- [Analyzing Advertising Images](#)
- [Analyzing Advertising Worksheet](#)
- [Analyzing Argument in Advertising](#)(worksheet)
- [Analyzing Persuasion In Media Messages](#)(HRW)
- [Analyzing Persuasive Techniques in Advertising](#) (McDougal Littell/Houghton Mifflin)

B

- The Battle for Your Mind
- Brand Alphabet

C

- Campaign for Commercial Free Childhood
- Center for Media Research
- Checklist for Analyzing Print Ads
- Close Reading of Ads: A How To Guide
- Color & Meaning in advertising
- Commercial Alert
- Commercial Archive
- Commercial Closet
- CommercialsIHate.com
- Common Advertising Strategies (CML)
- Concerned Children's Advertisers
- CreatAbiliTOYS!—The Museum of Advertising Icons
- Creating Meaning in Images: A Discussion of Judith Williamson's Decoding Advertisements
- Creative advertising techniques

D

- Deadly Persuasion (Jean Kilbourne's book site)
- Deceptive Car Dealer Ads and Activities – Pervasive As Ever
- Deciphering Advertisements
- Deconstructing an Advertisement
- Deconstructing Print Ads (MEF)
- Deconstruction Gallery (NMMLP)
- Detecting Advertising Techniques
- Determining Meaning: Analyzing Advertising in Print,
- Diet Advertising
- Dig deeper: what to look for in a TV ad
- Digital AdWise (UK)
- Dissecting Advertisements
- Dissecting Layout: Analyzing Advertising in Print
- Don't Buy It: Get Media Smart! (PBS) Educator Guide

E

F

G

H

I

K

L

M

- [‘Mad Men'-Era Advertisements](#) (slideshow)
- [Making Sense of Advertisements](#)
- [Marketing To Teens](#) (USA Today)
- [Marketing to Tweens & Teens](#)(July 2004)
- [Mediacs](#)– Building Media Savvy Kids
- [Media Literacy: Advertising Techniques](#)
- [Media Literacy, Visual Syntax and Magazine Advertisements](#)
- [Media Smart](#)(UK)
- [Memorable Advertising Slogans](#)
- [Mental Engineering-Deconstructing TV Commericals](#)
- Money Sense for your children: [The pressures of advertising](#)
- [Most Common Adjectives and Verbs in Advertising](#)
- [Most Persuasive Words in Advertising](#)
- [Most Frequently Used Words In Advertising](#)
- [Myth of 18-34](#)

N

- [Native Ads Primer](#)
- [The New Hucksterism](#) (Business Week)
- Neuromarketing Research: [Playing With Your Mind](#)

P

- [Parts of An Ad](#)
- [Persuasion Analysis by Hugh Rank](#)
- [Positive/Negative Images in Ads](#)
- [A Primer on Analyzing Television Commercials](#)
- [Print Advertisement Analysis Worksheet](#)
- [Product Placement Hall-of-Fame](#)
- [Public Service Announcements (PSAs) That Made A Difference](#)

Q

- [Questioning Advertisements](#)
- [Questions for Analyzing Ads](#)

- [Questions for Analyzing An Advertisement](#)
- [Questions to Ask Of An Advertisement](#)

R

- [Reading Advertisements](#) (Newsweek)
- [Reading An Advertisement](#)
- [Rhetoric of Advertising](#)
- [Role of Colors In Advertising](#)
- [Red in Advertising](#)

S

- [Seven Visual Elements of Art Used In Ads](#)
- [Sixty Years of Television Advertising](#)
- [Stereotypes of Women Persist in Ads](#)

T

- [Teaching Advertising with Youtube Videos](#)
- [Teaching Argument Through Advertising](#) (prezi)
- [Teaching Kids to Deconstruct The Advertising Pitch](#)(SLJ)
- [Teaching Pathos and Advertising As Argument](#)
- [Teen identity and marketing: constructing cool](#)
- [Teens vs. The Media: Teen Image and Advertising](#)
- [Television Advertising: Defining the Persuasive Techniques](#)
- [Television Commercials](#)– comprehensive site of links
- [Ten Colors That Increase Sales, And Why](#)
- [Top Ad Campaigns of the 20th Century](#)
- [Top 10 Ad Jingles](#)
- [Transit Advertising Gallery](#)
- [Truth in Advertising](#) (handout)
- [Twelve Kinds of Ads In The World](#)

U

- [Understanding advertising: Decoding an ad's appeals](#)
- [Understanding Auto Ads](#)
- [USATV Ads (museum and store)](#)

W

- [Wacky Warning Labels](#)
- [Warning advertising may be hazardous to your health: ads pose a threat to physical, emotional, social, and cultural well-being](#)
- Webquest: [Advertising in the 1950s](#)
- [Webquests](#) (a collection of web sites)
- [Women's Bodies In Sports ads](#)
- [Writing An Evaluation of an Advertisement](#)