



BE THERE
SO SHE CAN
BE HERE

TOGETHERTHERE.ORG

By eight o'clock, only half as many girls as boys are enrolled in math, science, and engineering classes. If each of us gives a girl our time and support today, she can find frustration, confidence, and character she'll need to build a better tomorrow.

YEAR
OF THE
GIRL

Ebony Magazine 2012

Name: Morgan Collins 4-25-12

Advertisement from Ebony Magazine in 2012

Who is the intended audience?
(Who is this ad talking to?)

+8/8

People, doctors, people all
over the nation, boys,
parents, teens, ect.

What is the intended message?
(What is the ad trying to say?)

It's saying to "be there"
for someone you love & care about
so that they can survive, make something
of their life and let them rise above
it.

Do you think this ad will have the intended effect on the
intended audience? (Will it work?)

Yes, because if they really do care,
there's no way in the world that this
ad won't work. Maybe they'll finally
listen and for-fill their lives.

What persuasion techniques do you see?

Loaded words Bandwagon

← Pay attention to these words down here! They will help
you answer the questions!



+6/8 Name: Ariana Catchings Pm. 30
4-25-12

Advertisement from Ebony Magazine in 2012



Who is the intended audience?

(Who is this ad talking to?)
The ad is talking to teenager girls and parents. -1

What is the intended message?

(What is the ad trying to say?)
The ad is trying to say to become more interested in more subjects instead of just liking one, so you can learn more. -1

Do you think this ad will have the intended effect on the intended audience? (Will it work?)

Yes I do think it'll work for some girls be like some girls probably drop out or whatever, but want to probably get back in school bc they wanna learn things they don't know.

What persuasion techniques do you see?

Some persuasion techniques I see is loaded words, ~~bandwagon~~ bandwagon.

← Pay attention to these words down here! They will help you answer the questions!

45/6 Name: Deantae Woodard

Advertisement from Ebony Magazine in 2012

Who is the intended audience?

(Who is this ad talking to?)

Girls, Parents, People, Kids

What is the intended message?

(What is the ad trying to say?)

girls like ¹ math more than boys do. (By eighth grade.)

Do you think this ad will have the intended effect on the intended audience? (Will it work?)

Yes! Because half of the girls at schools already like math.

What persuasion techniques do you see?

I see an girl that looks like an 8th grader. (Math 101)

Pay attention to these words down here! They will help you answer the questions!

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