



1. What company is using this ad?
2. What is the ad asking you to do?
3. How is this ad asking you to do what it wants you to do?
4. What is this ad "promising" to do in return for doing what its asking you to do?
5. How can this ad distort someone's sense of what is real and what isn't?
6. If this ad could talk, write a sentence or two about what it would be saying to you