Name\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

*The Watsons Go to Birmingham—1963*, Chapter 1

*Instructions: Study the car advertisements, using the following questions as your guide. Whenever possible, cite textual or visual evidence from the advertisement to support your answers.*

|  |  |  |
| --- | --- | --- |
| Question | Your Response | Textual/Visual Evidence |
| Who is the target audience? |  |  |
| What does the ad suggest or say about the car? |  |  |
| What does the ad suggest or say about the people who buy the car? |  |  |
| What is the unique selling point? |  |  |