

Consumerism and Advertising Analysis

READ • SUMMARISE • INVESTIGATE • CREATE

Name _____

Class _____

Date _____

Your mission

Discover how advertisers use psychology to catch attention, create desire, and influence buying decisions. You will analyse evidence - not simply describe an advert.

Part 1 Article Snapshot

Reread "Consumerism and the Human Brain." Complete the organizer using short notes.

TOPIC What is the article mainly about?	_____ _____ _____
MAIN MESSAGE What does the writer want us to understand?	_____ _____ _____
KEY EVIDENCE Choose two examples or facts from the article.	_____ _____ _____
MY RESPONSE Which idea surprised you most? Why?	_____ _____ _____

Paragraph Map

A Consumerism and marketing Key point: _____	B Fear and insecurity Key point: _____	C Self-image and status Key point: _____
D Smell and sensory appeal Key point: _____	E Self-fulfilling beliefs Key point: _____	F Marketers' power Key point: _____

Write a 60-80 word summary

Summary starter: The article explains how marketers ...

Helpful words: consumer • persuade • psychology • fear • self-image • senses • belief • choice