



## English II: Reading: Module 5: Lesson 6: Section 4

### Evaluate a Text for its Graphics and Visual Appeal

#### Visual Appeal and Clarity of Graphics

**Instructions:** Read through the following text keeping in mind what you have learned about the visual appeal and clarity of graphics when they accompany text. When you are finished, answer the questions on the next page. Mouse over each checkbox for a sample response.

#### **Before the Toss, Super Bowl Ads** by Stuart Elliott, *New York Times*.

February 02, 2012

“The Super Bowl has long been the biggest day of the year for advertising, as more than 100 million Americans watch television’s most expensive and daring commercials. Unlike years past, one thing will be mostly missing this year: surprise.

That is because many of the premier ads for Super Bowl XLVI on NBC on Sunday have already turned up on Facebook, YouTube and the sponsors’ own Web sites, some for weeks.

Volkswagen, for example, had one of last year’s favorite commercials, featuring a boy dressed as Darth Vader. The company released a teaser for the sequel — about a slimmed-down dog, with a “Star Wars” twist at the end — on Jan. 18 on YouTube, where it has already been viewed almost 11 million times. An extended version of the sequel was uploaded to YouTube on Wednesday; by Thursday afternoon, it had been seen more than 1.3 million times.

The increase in pre-released commercials — Super Bowl ad creep — is another indication of how marketing has changed in the social network era. Once, companies tried to build anticipation by holding back the ads, which this year cost sponsors an average of \$3.5 million for each 30 seconds. Now, they try to generate excitement by making it easier for consumers to see, share and discuss the ads — essentially moving the water-cooler conversation that takes place after the game to before the game.

“This is the first Super Bowl where social media has been an integral part of marketers’ plans,” said Adam Schwartz, associate director and sports specialist at Horizon Media in New York, which buys time on television shows, because they realize “you can get more bang for your buck.”

The arrival of Super Bowl commercials before the game reflects a broader trend across the media of sharing content with consumers ahead of time. Magazines release big articles early, to draw more readers to newsstands, and networks like NBC are offering opportunities to watch online the first episodes of series like “Smash,” sometimes weeks before the shows make their debuts on television.

By some estimates, almost half the 50-plus commercials that are scheduled to appear in the Super Bowl are already online in one form or another. Many of those sneak peeks are for car ads, seeking to stand out amid the clutter in the automotive category. Spots for 11 automotive brands will appear in the game, along with ads for related products like Bridgestone tires. “So many people are launching commercials early to feed the beast,” said Don Springer, founder and chief executive at Collective Intellect in Boulder, Colo., which analyzes conversations in social media.”



What might be missing from this text?



How would you make this text better? Explain what you would do to make this text more visually appealing. Keep in mind what you choose to add must also add clarity to the text.



Which of the images shown below would be best to accompany this article? Why?

