

Infomercials

Name _____

Date _____

"Infomercial" is a word that has recently been added to our vocabulary. It is an information-based commercial that is usually 30-60 minutes in length. The sponsor purchases air-time to show the infomercial. It is not regular television programming.

Select and watch an infomercial. Answer the following questions, using complete sentences. Use the back of this paper if needed.

What product was being sold?

Who was the target audience for the infomercial?

What person, such as a celebrity, a doctor, or an athlete, was used to sell the product?

What method was used to capture the attention of the audience?

What was your personal reaction?

Why do you think people watch infomercials?