**English 3201 (A)**

**Media Personal Response: Fragrance or Make-up**

Posted: May 31, 2017

**Due: MONDAY, JUNE 5, 2017**

**INSTRUCTIONS:** Select an **appropriate ad featuring fragrance or make-up**. From the ad, provide and explain:

1. a media strategy
2. the target audience
3. the subtext (the underlying message OR what is not being said)

**SUBMISSION:** You may email me the Personal Response (ad included) or submit a hard copy.