Overt and Implied Messages

Advertisement	Overt message	Implied message
Example ad: [Pasted here would be a photo (an advertisement) for a hair shampoo. The tagline says, "Your hair has never felt cleaner or looked more beautiful."]	This product will clean your hair.	If you use this product, your hair will be as thick and shiny as the model's hair.
Ad#1		

Overt and Implied Messages

Advertisement	Overt message	Implied message
Ad#2		
Ad#3		