

ADVERTISING PROJECT

Overview:

Companies today spend huge amounts of money on advertising research. Most advertising is designed to make consumers want to buy a product. Advertisers often use subtle “hidden assumptions” to call your attention to their product. They want to persuade you that their hidden assumption, the condition that the advertisement is based on, is true. It is important for consumers to be able to determine whether an advertisement’s conclusion is valid.

Cigarette and alcohol advertisements often show scenes of active, healthy people having fun. One of the hidden assumptions these advertisements want you to make is “If you use these products, then you will enjoy the good life.” The work, health, and family problems that affect many people who use these products are never in the picture!



ADVERTISING TODAY

Advertisements today use two forms of conditional (if-then) statements, **directly** and **indirectly**.

- A **direct** conditional is in the form of an if –then statement. The advertisement will directly say if (this)-then (that).

Examples: If you eat Quaker Oats, then you will put off old age.

- An **indirect** conditional is more common...the ad does not actually say that if you buy their product you will be healthier/safer/cooler. They will indirectly say if (this)-than (that), but the wording is written in the hopes that you will assume so.

Examples:

Nike: Just do it.

McDonalds: I'm lovin' it.



Assignment:

- Make up a product that you and your group would want to sell (it must be school appropriate).
- Design a direct or indirect conditional to sell your product.
- Design a poster to advertise your product. Include the following:
 - Name of your product
 - Your conditional statement (direct or indirect)
 - A picture of your product
- On the back, write the converse, inverse, and contrapositive of your conditional statement.

How I will grade:

Points	
4	Advertisement is well thought of, drawn well, neat and colorful. It is either an indirect or a direct statement. All the logic statements on the back are correct.
3	Advertisement is not very neat or colorful/ could use some touching up OR there is an error in the design. No mistakes in the logic statements on the back.
2	Advertisement is not very neat or colorful/ could use some touching up and there is an error in the design. There is at most one mistake in the logic statements.
1	Advertisement is not very neat or colorful/ could use some touching up and there is an error in the design. There are multiple mistakes in the work.