

Unit 1 – Lesson 3

Enter your responses between the (blue) parentheses below each item.

Section 1

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1. How has reading “Tricks of the Trade” affected the way you will respond to advertisements in the future? (Mark: /2)

( )

2. Choose **two** different advertisements. These can be from the internet, a magazine, a billboard, etc. Provide either the image of the advertisement(s) or the URL source where the advertisement can be found here:

( )

Add your advertisements here and then answer the following questions:

Identification

- a. What are the advertisements selling? (Mark: /2)

( )

( )

- b. Who created the advertisements? (Mark: /2)

( )

( )

- c. For whom are the advertisement messages intended for? Explain why? (Mark: /4)

( )

( )

### **Persuasion (Emotion)**

- d. How does each advertisement get your attention? What advertisement techniques are used to persuade you to buy the product? (Mark: /4)

( )

( )

- e. How does each ad want you to think and feel? How do you know? (Mark: /4)

( )

( )

### **Evaluation**

- f. How effective was each of the advertisements? Why? (Mark: /4)

( )

( )

**Total Marks for Section 1: /22**

## **Section 2 Create Your Own Advertisement**

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### **Create an Ad**

You now have to create an advertisement for a new product. Use the following information to help you:

Below are three profiles of three different types of people. Use the information to choose which type of audience may like your product:

<b>Busy Parents</b>	<b>Social Kids, Aged 8 – 10</b>	<b>Lazy Teenagers, Aged 13 – 16</b>
Coaching their kids' teams	Love to listen to music	Sleep a lot
Always driving their kids to and from sports, activities, and events	Love to play video games	Don't shower or take care of hygiene often
Communicates with husband and kids via group chat	Love to eat junk food	Bedroom is always messy
Very little time to "pamper" themselves	Keep up with friends on social media	Never do their homework on time
Orders groceries online	Play sports and extra-curricular activities	Looking for a part-time job

1. Brainstorm your product. Who is your target audience? (Mark: /1)  
( )
2. Product name: (Mark: /1)  
( )
3. Describe your product and its features. (Mark: /2)  
( )
4. Choose the advertisement techniques you will use in your ad. Use the chart below to help you identify the techniques available to you. Explain why you chose the techniques you did. (Mark: /4)  
( )

<input type="checkbox"/> rhyme <input type="checkbox"/> alliteration <input type="checkbox"/> onomatopoeia <input type="checkbox"/> metaphor <input type="checkbox"/> simile <input type="checkbox"/> personification <input type="checkbox"/> hyperbole	<input type="checkbox"/> pun <input type="checkbox"/> unusual spelling <input type="checkbox"/> emotion <input type="checkbox"/> association <input type="checkbox"/> star power <input type="checkbox"/> emotion <input type="checkbox"/> unique	<input type="checkbox"/> bandwagon <input type="checkbox"/> repetition <input type="checkbox"/> gimmicks <input type="checkbox"/> nature <input type="checkbox"/> put downs <input type="checkbox"/> statistics
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5. Where will your ad be placed? Television? Magazine? Billboard? Etc.  
Explain. (Mark: /2)

( )

6. Using the information you wrote above, you will now make your advertisement. (Mark: /25)

Once finished, you can scan your advertisement, save it in either a PDF or jpg file format and submit the image with this assignment page.

**Note:** Scanned work and digital photos must be clear or you will be asked to resubmit this assignment.

Create an Advertisement				
	Excellent 5	Proficient 4	Satisfactory 3	Limited 2
Originality /5	●The product is extremely original. I have never seen anything like it before.	● The product is original. I may have seen something like it before.	●The product is somewhat original, but I have seen variations of this product before.	●Not original at all.
Neatness /5	●The ad is professional looking. It could really be in a magazine/tv/billboard, etc.	●The ad is of good quality. With a few enhancements it could really be in a magazine/tv/billboard, etc.	●The ad needs a little work. It could be better.	●The ad is sloppy and/or of poor quality.
Techniques /5	●Ad techniques are perfectly identified and used properly.	●Ad techniques are identified and used properly.	●Ad techniques are not identified and are not used properly.	●No advertising techniques are identified or used.
Description /5	●The description is very well done, and is of professional quality.	●The description is well done.	●The description is OK, but lacking details.	●The description should be rewritten.
Presentation /5	●The presentation is very professional. It makes me want to buy your product.	●The presentation is good, but with more practice it could be better.	●The presentation is lacking, more visuals or practice needed.	●There is no effort put into this presentation.
Insufficient	Your attempt to respond is <i>insufficient</i> . <b>Contact your teacher</b> to discuss suggestions for improvement.			
Total:		/25		
Assessment	Areas of Strength...			

	( )
	Might I suggest... ( )

**Total Marks for Section 2: /35**

**Student Comments:**

( )

- Be sure to save your file to your folder before submitting it to the LA8 Assignment 1.3 Submission page: (YOURNAME)la8-1.3
- Check the Submission page again in two or three days to retrieve your marked assignment and review the feedback from your teacher.

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**Assignment Total: ( / 57) = Percent: ( %)**

**Teacher Comments:**

( )