Your Assignment: Critically examine three pieces of advertising and write an essay about them. Attach a copy/print/still photo of at least two of the three advertisements. The ads may take any media form.

This assignment is due at the beginning of class. It is to be type-written, double spaced, in 12-point Times Roman font with one inch margins on all sides. The page length requirement is 2-3 pages (not including attachments). Do not go beyond the page length maximum. Be clear and concise in your writing—do not write needless amounts of information. Make sure to properly cite the source of the advertisements.

Your grade will be based on the following:

10 Points Introduction
20 Points Summary of Findings
40 Points Quality of Analysis
10 Points Conclusion
10 Points Grammar and Style
10 Points Proper Citations of Literature and/or Data Sources