



FEBRUARY 4, 2018

## Advertising Extra Credit Assignment:

To conclude our unit on advertising, Mrs. Neighbors and Mrs. Park are offering a fun extra credit opportunity to our English classes. Your assignment: **WATCH THE SUPER BOWL** on Sunday, February 4. During the commercial breaks be watching for an **example of each type of advertising** we've studied in class. Using a sheet of notebook paper, list:

- 1) the time the commercial came on**
- 2) what product is being advertised**
- 3) the advertising technique used /how I know**
- 4) if it was an effective ad, why or why not?**

Students will receive 50 points in the daily assignment category **AND** 50 points in the quiz/project category if:

- 1) assignment is turned in on Monday, February 5 (none accepted late, no exceptions)
- 2) Student's name is at the top with the title "Super Bowl Commercials"
- 3) Paper is clearly divided into five sections (one for each type of advertising)
- 4) All four pieces of required information is listed for each type