

Name: \_\_\_\_\_ Date: \_\_\_\_\_ Period: \_\_\_\_\_

Name: \_\_\_\_\_

## Advertisement Notebook

**Directions:** Each student will collect a total of 14 ads in the specified order below

❖ You **MUST** use at least 5 different references (magazine or newspaper only no Internet ads)

❖ Each slide needs to have the following:

**A. PICTURE of the ad**

**B. NAME of the magazine or newspaper used**

**C. Type of ad (from the list below)**

**D. Description of why is it that type of ad**

❖ You will take pictures of the print ads and put them in a PowerPoint presentation or a Prezi.

❖ No tobacco, liquor, beer, contraceptive, or inappropriate pictures in ads. This will result in a zero for the project!

### Other Requirements:

❖ You **MUST** choose 5 of your ads to label with the parts of a print ad

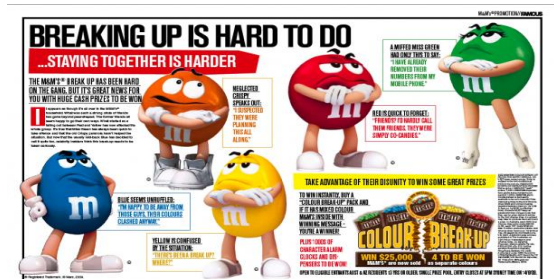
➤ headline, copy, illustration, signature (could be logo, slogan, etc.)

❖ Your first slide should be: Cover slide with the title of your notebook (be creative!), names, & date

❖ Drop the rubric with your pathos with the assignment.

### Required Advertisements Include: (Must put in order below)

1. National ad (hint: depends on the magazine)
2. Local ad (hint: depends on magazine/newspaper)
3. Celebrity endorsement (athlete or actress/actor)
4. Experts agree/bandwagon appeal
5. Logos appeal (statistics/logic)
6. Exaggeration
7. Using cartoon character
8. Testimonial ad



**AND ---**Choose six of the following eight Pathos appeals

9. Appeal to belong/nurture/feel safe (happy family)
10. Appeal to achieve/power/status
11. Appeal for attention/adventure/satisfy curiosity
12. Appeal for aesthetic sensation (eye appeal)
13. Appeal to feel younger
14. Appeal to escape/dominate/autonomy
15. Humor
16. Fear



**Advertisement Notebook  
Grading Rubric**

Name: \_\_\_\_\_

Name: \_\_\_\_\_

Requirements:

**\*MUST BE IN ORDER OR IT WILL NOT BE GRADED.**

**\*On the rubric, fill in the blanks listed below for the Pathos ads you choose.**

1. National ad \_\_\_\_\_ (6 pts)  
a. (Label: Magazine/Newspaper Name, Type of Ad, Description)
2. Local ad \_\_\_\_\_ (6 pts)  
a. (Label: Magazine/Newspaper Name, Type of Ad, Description)
3. Celebrity endorsement \_\_\_\_\_ (6 pts)  
a. (Label: Magazine/Newspaper Name, Type of Ad, Description)
4. Experts agree/bandwagon appeal \_\_\_\_\_ (6 pts)  
a. (Label: Magazine/Newspaper Name, Type of Ad, Description)
5. Logos appeal \_\_\_\_\_ (6 pts)  
a. (Label: Magazine/Newspaper Name, Type of Ad, Description)
6. Exaggeration \_\_\_\_\_ (6 pts)  
a. (Label: Magazine/Newspaper Name, Type of Ad, Description)
7. Using cartoon character \_\_\_\_\_ (6 pts)  
a. (Label: Magazine/Newspaper Name, Type of Ad, Description)
8. Testimonial ad \_\_\_\_\_ (6 pts)  
a. (Label: Magazine/Newspaper Name, Type of Ad, Description)

• **Fill in which Pathos ad you choose**

9. Pathos: Company Name: \_\_\_\_\_ Type of Pathos AD: \_\_\_\_\_  
a. (Label: Picture/Magazine/Newspaper Name, Type of Ad, Description) \_\_\_\_\_ (6 pts)
10. Pathos: Company Name: \_\_\_\_\_ Type of Pathos AD: \_\_\_\_\_  
a. (Label: Picture/Magazine/Newspaper Name, Type of Ad, Description) \_\_\_\_\_ (6 pts)
11. Pathos: Company Name: \_\_\_\_\_ Type of Pathos AD: \_\_\_\_\_  
a. (Label: Picture/Magazine/Newspaper Name, Type of Ad, Description) \_\_\_\_\_ (6 pts)
12. Pathos: Company Name: \_\_\_\_\_ Type of Pathos AD: \_\_\_\_\_  
a. (Label: Picture/Magazine/Newspaper Name, Type of Ad, Description) \_\_\_\_\_ (6 pts)
13. Pathos: Company Name: \_\_\_\_\_ Type of Pathos AD: \_\_\_\_\_  
a. (Label: Picture/Magazine/Newspaper Name, Type of Ad, Description) \_\_\_\_\_ (6 pts)
14. Pathos: Company Name: \_\_\_\_\_ Type of Pathos AD: \_\_\_\_\_  
a. (Label: Picture/Magazine/Newspaper Name, Type of Ad, Description) \_\_\_\_\_ (6 pts)

- Cover Slide (your name and title) \_\_\_\_\_ (6 pts)
- Neatness \_\_\_\_\_ (10 pts)

**Total for Advertising Notebook: \_\_\_\_\_ (100 pts)**