Your name:

Term and Instructor:

Review the assignment directions and the grading rubric for additional information. Use the charts below to complete your assignment.

|  |  |
| --- | --- |
| **Advertisement #1** | |
| What is the product/ service of the advertisement? |  |
| Where did you see the advertisement? |  |
| Who do you think is the intended audience? |  |
| Is the advertisement ethical or not? Explain with specific examples. |  |
| Do the visual message and the nonverbal codes match the verbal message? Why or why not? |  |
| What is the goal of the advertisement? Is it successful? Explain. |  |
| What are the strengths of the advertisement? |  |
| What are the weaknesses of the advertisement? |  |
| Identify and explain any faulty reasoning. |  |
| Discuss the role media has played in shaping our culture and society. |  |
| Explain the importance of being a critical receiver of mass media messaging and the impact on ethical communication. |  |

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| **Advertisement #2** | |
| What is the product/ service of the advertisement? |  |
| Where did you see the advertisement? |  |
| Who do you think is the intended audience? |  |
| Is the advertisement ethical or not? Explain with specific examples. |  |
| Do the visual message and the nonverbal codes match the verbal message? Why or why not? |  |
| What is the goal of the advertisement? Is it successful? Explain. |  |
| What are the strengths of the advertisement? |  |
| What are the weaknesses of the advertisement? |  |
| Identify and explain any faulty reasoning. |  |
| Discuss the role media has played in shaping our culture and society. |  |
| Explain the importance of being a critical receiver of mass media messaging and the impact on ethical communication. |  |

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| **Advertisement #3** | |
| What is the product/ service of the advertisement? |  |
| Where did you see the advertisement? |  |
| Who do you think is the intended audience? |  |
| Is the advertisement ethical or not? Explain with specific examples. |  |
| Do the visual message and the nonverbal codes match the verbal message? Why or why not? |  |
| What is the goal of the advertisement? Is it successful? Explain. |  |
| What are the strengths of the advertisement? |  |
| What are the weaknesses of the advertisement? |  |
| Identify and explain any faulty reasoning. |  |
| Discuss the role media has played in shaping our culture and society. |  |
| Explain the importance of being a critical receiver of mass media messaging and the impact on ethical communication. |  |

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| **Advertisement #4** | |
| What is the product/ service of the advertisement? |  |
| Where did you see the advertisement? |  |
| Who do you think is the intended audience? |  |
| Is the advertisement ethical or not? Explain with specific examples. |  |
| Do the visual message and the nonverbal codes match the verbal message? Why or why not? |  |
| What is the goal of the advertisement? Is it successful? Explain. |  |
| What are the strengths of the advertisement? |  |
| What are the weaknesses of the advertisement? |  |
| Identify and explain any faulty reasoning. |  |
| Discuss the role media has played in shaping our culture and society. |  |
| Explain the importance of being a critical receiver of mass media messaging and the impact on ethical communication. |  |

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| **Advertisement #5** | |
| What is the product/ service of the advertisement? |  |
| Where did you see the advertisement? |  |
| Who do you think is the intended audience? |  |
| Is the advertisement ethical or not? Explain with specific examples. |  |
| Do the visual message and the nonverbal codes match the verbal message? Why or why not? |  |
| What is the goal of the advertisement? Is it successful? Explain. |  |
| What are the strengths of the advertisement? |  |
| What are the weaknesses of the advertisement? |  |
| Identify and explain any faulty reasoning. |  |
| Discuss the role media has played in shaping our culture and society. |  |
| Explain the importance of being a critical receiver of mass media messaging and the impact on ethical communication. |  |