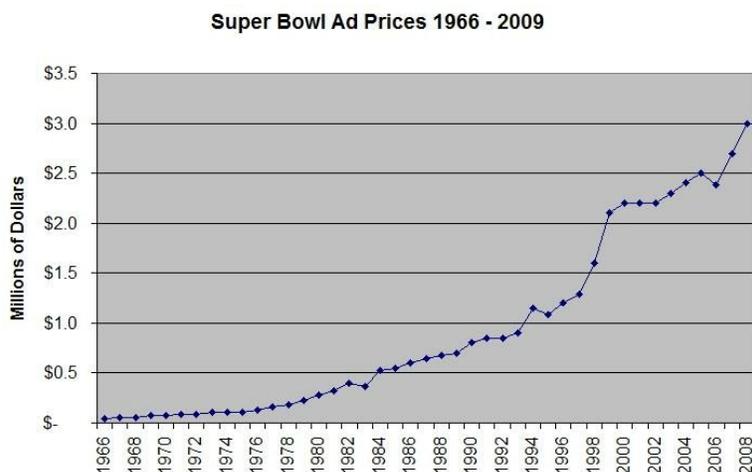


# Advertisement Project

## Geometry

Hundreds of billions of dollars are spent on advertising each year in the U.S. Advertising on television, in magazines and newspapers, on the radio, and on the Internet bombard us with images of slogans designed to entice us to purchase products or services. For the annual Super Bowl broadcast, a company may spend as much as \$2-\$3 million for a 30-second advertising spot that is designed to dazzle millions of viewers with the glories of its product.



In this project, you will analyze and generate advertising to explore logical reasoning.

---

### Activity 1: Researching

Collect at least one ad in each of the following different media: radio, television, magazine, newspaper, and Internet. For each ad copy the link to that ad and paste it to your document.

Examples:

[Radio](#)

[TV](#)

[Magazine](#)

[Newspaper](#)

[Internet](#)

Checklist:

Link to radio ad

Link to television ad

Link to magazine ad

Link to newspaper ad

Link to Internet ad

---

### Activity 2: Writing

Some advertisements use specific if-then conditional statements, and others use statements that can be written as conditionals. Still others only imply conditional statements. For each ad, identify at least one conditional statement that the ad states explicitly or implies.

Checklist:

- Conditional statement of radio ad
- Conditional statement of television ad
- Conditional statement of magazine ad
- Conditional statement of newspaper ad
- Conditional statement of Internet ad

---

### Activity 3: Analyzing

Although an ad may state or imply a conditional, the advertiser may want you to assume that the converse is true. Identify the converse of each of the conditionals you wrote for your ads. Analyze the truth value for each of the conditionals and converses you wrote.

Checklist:

- |                           |  |
|---------------------------|--|
| Converse of radio ad      | Truth value of radio conditional & converse      |
| Converse of television ad | Truth value of television conditional & converse |
| Converse of magazine ad   | Truth value of magazine conditional & converse   |
| Converse of newspaper ad  | Truth value of newspaper conditional & converse  |
| Converse of Internet ad   | Truth value of Internet conditional & converse   |

---

### Activity 4: Generating

Choose a product or service on the market, or generate one of your own. Write a good definition of the product or service.

Checklist:

- Product/Service of your choice
- Good Definition of the product/service you chose

---

### Activity 5: Make Your Own Ad

Prepare an advertisement for your product or service that you have chosen. If you choose a non-print product, produce your ad in an audio or video recording. In addition, prepare a written description of the conditional and converse stated or implied in your advertisement and the truth value of each. If you choose a print product, you're going to create a poster board advertising your product. Your poster should include a picture of your product and your advertisement print with both conditional statement and converse with the truth value of each.

Non-Print Checklist:

- Video or recording of ad
- Written description of the conditional and converse of ad
- Truth value of both conditional and converse

Print (Poster) Checklist:

- Product name
- Product picture
- Written description of ad
- Written description of conditional and converse of ad

Truth value of both conditional and converse

---

### **Activity 6: Presentation**

You are going to present your ad to the class. You must describe your product and advertisement.

Checklist:

- Describe product

- Read/Say your advertisement

- Share conditional, converse, and truth values

# Advertisement Project Geometry

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

(3 points)

†Activities 1, 2, and 3 are completed

(2 points)

†Product Description

(5 points) Commercial

†Product Description

†Product is shown on camera

†Product Conditional is said

†Product Converse is said

†All participants have spoken

OR

(5 points) Poster

†Product Description

†Picture of product

†Product Conditional is written

†Product Converse is written

†Poster has at least 3 colors for decoration

Total Score: \_\_\_\_\_ / 10

A = 9 – 10 points

B = 8 points

C = 6 – 7 points

D = 5 points

F = 0 – 4 points

Overall Grade: \_\_\_\_\_