



what appeals to you? what doesn't?

directions

Collect examples of ads you like and dislike. Also pay attention to TV and online ads and commercials. If possible, bring videos to class. Pay particular attention to facts versus unsupported claims in ads.

When you're done collecting ads, answer the questions below.

1. What do you like about the ads you've collected?

2. What do you dislike about the ads you've collected?

3. What do you like about the TV or online commercials you've seen?

4. What do you dislike about the TV or online commercials you've seen?

name: _____

date: _____



examples of fraudulent or misleading advertisements

directions

Bring to class print ads you think are fraudulent or misleading. Tape up the ads around the classroom.

1. Describe your example of a fraudulent or misleading ad.

2. List the fraudulent or misleading techniques and appeals used in your favorite ad.

3. List the fraudulent or misleading techniques and appeals used in your least favorite ad.

4. What actions could consumers take to avoid these deceptions?