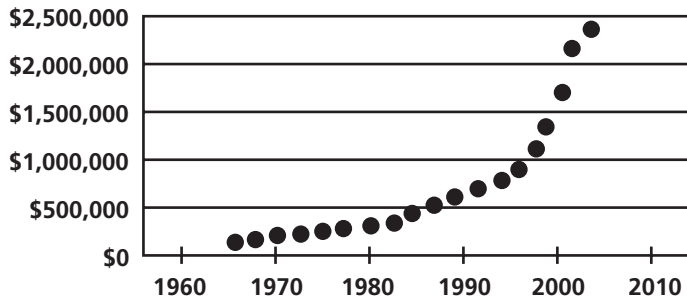


Chapter 2 Project: If You Advertise, They Will Buy

Beginning the Chapter Project

Hundreds of billions of dollars are spent on advertising each year in the United States. Advertising on television, in magazines and newspapers, on billboards, and on the radio peppers us with images and slogans designed to entice us to purchase products or services. For the annual Super Bowl game telecast, a company may spend as much as \$1–\$2 million for a thirty-second advertising spot that is designed to dazzle millions of viewers with the glories of its products.

Average Price for 30-Second Commercial During the Super Bowl



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

Activities

Activity 1: Researching

Collect at least five ads in several different media. Consider radio, television, magazines, newspapers, and other media. For each ad that is not in print, write a description of the ad, including both visual and spoken messages.

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.

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.

Activity 4: Creating

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

Chapter 2 Project (continued)

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Finishing the Project

Prepare an advertisement for your product or service in the medium of your choice. Consider both print and nonprint media. If you choose a nonprint medium, create your ad on a tape or video. In addition, prepare a written description of the conditional(s) and converse(s) stated or implied in your advertising and the truth value of each.

Reflect and Revise

Ask a classmate to review your advertisement with you. Together, check that your advertisement is clear and persuasive. Check your conditionals and converses.

Extending the Project

Many ads are part of a larger advertising campaign that comprises a series of ads that further develop a theme or story line. Create an entire advertising campaign for your product.

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