**Advertisement Assignment**

Task: Your assignment is to create an advertisement for a real or made-up product. The advertisement you create should be appropriate for an ad in a magazine. Your job is to sell the given product using a slogan, descriptions, and an illustration. You must also include at least two of the persuasive techniques we have been studying this week: logos, pathos, and ethos. Be creative and make it colorful!

**Rubric**

Slogan for your product: 10 points

Use of one persuasive technique: 10 points

Use of second persuasive technique: 10 points

Illustration: 10 points

Creativity: 10 points

**Your score will multiplied by 2 for a 100 point quiz grade!**

**Example: A yellow Sharpie highlighter**

Teachers report test scores increase by 50% when using the Sharpie highlighter!

**America’s valedictorians are all using the new Sharpie highlighter! Don’t be left behind!!**

**Don’t miss out on purchasing this year’s newest and most successful highlighter yet!**

 

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