**Assignments/Activities          
April 2014  
3/31-4/4:**  
Students will take their knowledge of advertising and media to modify an existing ad for a new target audience. Student will need to create a new slogan, technique, and claim for their chosen ad based on that target audience. Friday, they will present the ad to the class.  
  
   
Homework: Complete modified ad if not done in class by 4/4. Prime reading.   
  
  
**4/7-4/11:**As the final part of our advertising and media unit, students will write a letter to the editor. We will read various articles about the use of cell phones in school and students will need to decide if they are for or against the use of cell phones in school and then write an argumentative letter based.   
  
  
Homework: Letter to editor due 4/11 if not completed during class time. Prime reading.   
  
  
**4/14-4/18:**  
  
  
HOMEWORK: Prime reading.   
  
  
**4/21-4/25:**SPRING BREAK!