**Assignments/Activities          
March 2014  
3/3-3/7:**  
We have started a new unit on advertising and media. This week we will be learning about how advertisers use marketing tactics to get to their audience and convince people to buy certain items. Students will be learning all of the vocabulary associated with media and advertising and have a test next week on these terms.   
  
Homework: Prime Reading.   
  
**3/10-3/14:**We will continue our work with media and advertising, this week looking at ads and determining the method used to sell an item or sway a person. Key terms include bandwagon, testimonials, facts and figures, avant-garde, glittering generalities, transfer, weasel words,   
  
Homework: Study vocabulary words for unit- test 3/13- and Prime Reading.   
  
**3/17-3/21:**  
Students will be evaluating different samples of advertising and media to determine the technique and claim used. On Tuesday, student will use what they know and what we have discussed to begin creating their own advertisement for a car wash. The rest of the week will be determining audience, purpose and techniques of advertisements from a more analytical aspect to prepare for writing an analysis of an ad.   
  
HOMEWORK: Car Wash Ad Due 3/20 (Thursday).  
  
**3/24-3/28:**Students will be preparing thinking maps to help them analyze an advertisement. The thinking maps will be used to create a paragraph essay evaluating the ad and identifying all aspects of advertising that is uses to convince buyers to buy something.   
  
HOMEWORK: Analysis Paragraph due 3/28.