



Chapter 2 Geometry Project

DUE 7TH HOUR OCTOBER 10, 2011

There will be a 10 point deduction for each day the project is late, up to 50%.

Please note that projects count as a test grade, therefore it is imperative that you put forth your best effort. Projects will be graded for accuracy, grammar, creativity, and presentation. You may work with a partner.

Overview

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.

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

Activities

- **Activity 1: Researching (5 points)**
Collect **five ads** in at least **three** 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 (10 points)**
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 (10 points)**
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.
 - Choose one ad to write as a bi-conditional statement and analyze the truth of this statement.
- **Activity 4: Creating (5 points)** *You should have this complete by Friday, October 7*
Choose a product or service on the market, or create one of your own. Write a good definition of the product or service.

Finishing the Chapter Project (20 points)

Many ads are part of a larger advertising campaign, a series of ads that further develop a theme or story line. Prepare an advertisement campaign for your product or service in the medium of your choice. Your advertisement campaign should include a print media and a non-print media (video or recording of your ad)

In addition, prepare a written description of the conditional(s) and converse(s) stated or implied in your advertisement campaign.

Note: *You will have time in class on Friday to record your ad using a cell phone or video recorder. Please make sure you bring the necessary items to class on Friday.*

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.