

Students, TO USE THIS DOCUMENT, you MUST make a copy for yourself:

- *Google users must be logged into their Google email account, go to File>Make a Copy, and save it to YOUR Drive or download it as a Microsoft Word document.*

Name:

Date:

Teacher name:

19. Buyer Beware QUEST #2: Truth in Advertising

As you go through the Quest, check off each step as you complete it.

Check off	Description
	Read the Introduction, Key Vocabulary, and Learning Objectives
	Took the Vocabulary Quizlet
	Read through the first STEPS and learned about misleading advertisements
	Watched the video Bait and Switch
	Discussed any examples that come to mind that may have happened to me or my parents
	Used this worksheet alone or together as a class, discussed the advertising techniques that are used to persuade us to purchase their product or service.
	Watched the video "What Happens When You Order A \$29 Mini Laptop From A Facebook Ad?"
	Opened up the Slogan worksheet and saw how many brands and slogans I can remember. Completed the worksheet and gave it to my teacher.

	<p>Opened up this document to create my poster.</p> <ul style="list-style-type: none"> • You will add an image of the product you would like to persuade your classmates to purchase from you. • You will create a slogan to persuade them to purchase your product. • Here is a FREE slogan creator to use if you need some assistance coming up with a good slogan. • You may also want to add additional text (the fine print) if needed for your classmates to know more about your product.
	Saved the poster and shared it with my teacher
	<p>The teacher shared the posters in class. The following will be discussed about each poster if time.</p> <ul style="list-style-type: none"> • Is there anything misleading about the ad? • What does the fine print say and why is it important? • What do others like about the ad?
	Checked this Quest off on my 21t4s roadmap



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