**Advertising and Ethics**

**Instructions:**

Your job is to work with a partner to select and process **research** on a **company or product**, AND an applicable **media effects theory.** You will then present your findings in a **formal report**, and a pecha kucha style **oral presentation**.

**Potential Advertising Topics:**

1. Running Shoes
2. Women’s Shoes
3. Cosmetics
4. Computers
5. Perfume
6. Clothing
7. Cigarettes
8. Family Cars
9. Fitness tools
10. Cleaning supplies
11. Peanut Butter
12. Wrist Watches
13. Water
14. Coffee (homemade)
15. Coffee Shops
16. Breakfast Cereal
17. Kitchen Appliances
18. Telephones
19. Hair Colour
20. Toys geared to young boys
21. Toys geared to young girls
22. Cold Medication
23. Tylenol
24. Soda Pop
25. Writing Utensils
26. Facial Tissue
27. Toilet Paper
28. Gaming Consoles
29. Gum
30. Cough Drops
31. Potato Chips
32. Ketchup
33. Milk
34. Chocolate
35. Travel
36. Cameras
37. Eyewear
38. Airlines
39. Soap
40. Diapers

**Potential Media Theories:**

1. The portrayal of men (hunkvertising)
2. The portrayal of women
3. Data collection and social media
4. Media constructs reality
5. The values and ideologies taught
6. Audiences interpret meaning
7. Media is controlled by commercial interests
8. The form of the media shapes the content
9. Culture jamming: parodies and mixed messages
10. Convergence of ownership

**Part 1: Research**

You and your partner must analyze a **minimum of three sources** to inform your report and presentation. Two of these sources must be on your product or company, and one must be on a media theory that you will use to critique the advertisements you find.

Use the research articles on Mr. Bignell’s website as a starting point for researching media effects.

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| **Research Worksheets:**  Each citation requires 3 things on your annotated bibliography:   * An MLA formatted works cited entry * A brief summary of important points * An explanation of how these points connect with your assignment (where / how will they be used in the report / presentation) | **Helpful Tips:**   * Please complete the outline chart (x3) * Use complete sentences. * Avoid informal language * Proofread for mechanical errors * Use MLA citation formatting |

Use the research worksheets to record your findings. These are due on:

**Rubric for Research Worksheets: LV:**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Criteria** | **R** | **Level 1** | **Level 2** | **Level 3** | **Level 4** |
| **Citations** |  | * Several formatting errors | * A few formatting errors | * 1-2 formatting errors | * Flawless formatting |
| **Annotation Quality** |  | * Poor selection and summary of proof * Discussion is lacking with little to no connections | * Fair selection and summary of proof * Discussion is satisfactory with some connections to the presentation & report | * Good selection and summary of proof * Discussion is well done with clear connections to the presentation & report | * Strong selection and summary of proof * Excellent discussion with insightful connections to the presentation & report |
| **Communication** |  | * Errors impede communication | * Errors distract from communication | * Minor errors do not impede communication | * Lack of errors results in solid flow of information |

**Part 2: The Advertising Report**

Construct a **formal report** that **illustrates and analyses the advertising history** of **one single product or company.** You are to use your research to analyze how that product or company has been **marketed throughout its history**. Consider **how the media, message, and content have all changed** as the **expectations and ideologies** the company holds have developed over time on a “journey”. Finally, use a **minimum of one of the media effect theories** to help you **deconstruct and evaluate the ethical implications** of this product or company’s advertisements. Also consider their **depiction of the audience**, and what the advertisers assume consumers are driven by.

Follow the appropriate **report format** given and reviewed in class. The Report will be **8-10 pages** in length, but don’t fret! The report layout means that it looks longer than it really is. Remember the exemplars you’ve evaluated in class and strive to emulate the best of those. Finally, remember that this report is **formal and** mostly **informational**. Save any informal rants about the company or product for your oral presentation.

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| You must use the entire writing process, which means you are responsible for submitting these components on the following dates:  (Submission of rough drafts is essential to demonstrate an avoidance of plagiarism) | **an outline**  **a rough copy with edits**  **and a good copy** |

**Rubric for the Advertising Report:**

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| --- | --- |
|  | **Your work will not be accepted unless…**  All rough work has been submitted: 🞐 YES! 🞐 NO ☹  Final report has a works cited and references: 🞐 YES! 🞐 NO ☹  Report is free from plagiarized elements: 🞐 YES! 🞐 NO ☹ |

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| **Criteria** | **R** | **Level 1** | **Level 2** | **Level 3** | **Level 4** |
| **Format**  **& Organization** |  | * Little demonstration of proper format * Very little demonstration of professional layout * Does not use text features | * Attempts to adhere to format * Attempts the professional layout * Uses some text features | * Adheres to format * Professional layout * Skilled use of textual features | * Adheres to format with evidently no errors * Excelled professional layout * Commanding use of textual features |
| **Content** |  | * Poor explanation of the intention of the report * Journey of ads lacks interest * Ads are poorly deconstructed * Little consideration is given to the audience * Conclusions drawn have little support | * Fair explanation of the intention of the report * Journey of ads is somewhat interesting * Ads are deconstructed generically * Some consideration is given to the audience * Appropriate conclusions are drawn about the advertisements | * Intro explains the intention of the report * Journey of ads is interesting * Ads are deconstructed through a media lens * Consideration is given to the audience * Good conclusions are drawn about the advertisements | * Intro thoroughly explains the intention * Journey of ads is interesting & engaging * Ads are thoughtfully deconstructed through a media lens * Ample consideration is given to the audience * Solid conclusions are drawn about the advertisements |
| **Inquiry** |  | * Citations for images & research are merely URLs * Works Cited page is stocked with errors | * All images & research are cited but improperly formatted * Fairly accurate works cited page | * All images & research are cited & properly formatted * Accurate works cited page | * All images are cited & properly-formatted with evidently no errors * Works cited is free from errors |
| **Communication** |  | * Writing style is informal * Errors impede communication | * Writing style is somewhat formal * Errors distract from communication | * Writing style is formal and informational * Minor errors do not impede communication | * Writing style is formal, informational, and convincing * Lack of errors results in solid flow of information |

**The Report Content & Format:**

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| **Style Requirements:**  To master stylistic features, pay close attention when Mr. Bignell demonstrates how to use MS Styles.  Reports are not just an informational summary of research; they are also visual pieces. To format your information aesthetically, your report should make use of the following textual features: | | | |
| * Use bullets | * Use complete sentences | * Use a larger font (max 14) | * Use charts |
| * Use headings | * Use subheadings | * Use page numbers | * Use diagrams |

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| **Heading** | **Subheading and/or Purpose for Each Heading** |
| **Title Page** | PROFESSIONALLY present:   * Title of Report * Your Name * Course Code * Teacher * Date |
| **Table of Contents** | |  |  |  | | --- | --- | --- | | **Page** | **Heading** | **Subheading** | | 1 | Introduction | Intentions of Report  Basic Background Information | | *2* | *Continue as outlined below…..* |  | |
| **Introduction** | * Explains the intention of the report – start with “This report intends to…” * Provide some basic background information |
| **Organized Research**  **(select all options that apply)** | * Origin of the Product * How was it first advertised? * Show an example of the first ad for this product and deconstruct it (see chart below for format) * THEN Select 2 MORE advertisements of this product from different eras. * Place them in chronological order * Deconstruct them as follows:  |  |  | | --- | --- | | **Analyze your advertisements through the Media Effects Lens you have chosen.** | | | **Intended Audience** | How do you know?  Seek clues in the advertisement and explain them. | | **Who the Advertisement Exploits** | How do you know?  Seek clues in the advertisement and explain them. | | **Analysis of Visual Production Techniques** | What do colours symbolise?  What it the effect of light / dark areas  What is the effect of the SIZES of visual elements and text?  Where does the logo appear in the ad and how is this significant?  What story do the images tell?  How does text affect the message of the ad? | | **What is NOT being said?** | Taking the advertisement as a whole, consider the message that is independent of the words on the page.  What’s being implied? | | **Ethos / Pathos / Logos** | What are examples of the advertisement appealing to the audience’s character? Or using characters in the ad to persuade?  What are examples of the ad appealing to the audience’s emotions?  What are examples of the ad appealing to the logic? | | **Appropriate or Offensive?** | Conclude whether or not this ad is appropriate or offensive and provide reasons why you reach this specific conclusion. | | **Change?** | How has this ad changed from the one before it? Interpret the change. | |
| **Interpret the Research** | * Explain the “journey” the product has been on. Have the advertising techniques improved? Has the intended audience changed? Have they grown more or less offensive? Where do you see them going in the future based on the trend you’ve identified? |
| **Works Cited Page** | * Include a properly-formatted, alphabetical (by first word in the entry) Works Cited page. * You will be citing the images that you find. * You will do all of the analysis on your own. |

**Part 3: Pecha Kucha (20x20) Presentation:**

**Content:**

Now it’s time to get it all off of your chest. You and your partner are to **present** the findings of your research and your analysis to the class; however, this time you get to be **informal** and rant about your product, (while maintaining a **solid structure**). You must ensure you have a unique, solid argument about your product or company. **Be specific** about your topic and proof (ie. Try to go beyond “women are portrayed unfairly in these advertisements”). **Integrate your research** to prove your position.

**Structure: The 20 x 20 Pecha Kucha**

You and your partner will perform a **6-minute and 40 second presentation with 20 slides going by at a rate of 20 seconds** each. The visuals should be **very clean with minimal text** on screen. Sometimes only a word or two need show up on the screen. Sometimes only a picture need show up on screen. In this simple format, it is unrealistic for an entire point-proof-comment to be covered in 20 seconds. So **break up your argument across multiple slides**.

For more information on the pecha kucha style and presentation strategies, watch this [**pecha kucha on how to make a pecha kucha**](https://www.youtube.com/watch?v=jJ2yepIaAtE)**.**

You may write a script, but I suggest writing only **point form notes**. This way your presentation will have a more organic flow. Fill out this [**pecha kucha outline**](http://mrbignell.weebly.com/uploads/5/5/7/8/5578009/pk_outline.docx) **t**o help organize your presentation.

The key to conquering your nerves and timing things right is to **practice, practice, practice**. Use this [**pecha kucha timer**](http://www.pechakuchatimer.nl/)to help you structure your presentation while you practice.

**Deadlines:**

Your outline is due on:

Your presentation date is:

**Presentation Rubric: LV:**

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| --- | --- | --- | --- | --- | --- |
| **Criteria** | **R** | **Level 1** | **Level 2** | **Level 3** | **Level 4** |
| **Pecha Kucha style and timing** |  | * Has difficulty handling the 20 seconds per slide format | * Somewhat handles the 20 seconds per slide format | * Handles the 20 seconds per slide format well | * Expertly took to the 20 seconds per slide format |
| **Content: ARGUMENTS & EVIDENCE** |  | * Content is inadequate * Lacks specific details, examples, and quotations | * Most topics are discussed * Uses some specific details, examples, and quotations | * All topics are discussed in detail * Uses several specific details, examples, and quotations | * All topics are thoroughly discussed * Uses many specific details, examples, and quotations |
| **Content: CONCLUSION** |  | * Conclusion regarding the product/company and media effect is lacking | * Attempts to draw conclusions regarding the product/company and about the media effect | * Draws meaningful conclusions about the product/company and media effect | * Draws meaningful and insightful conclusions about the product/company and media effect |
| **Visuals** |  | * Visuals and text lack supplementation of your discussion and are unbalanced in your presentation | * Visuals and text somewhat supplement your discussion and somewhat unbalance your presentation | * Visuals and text supplement your discussion and do not overpower or underpower your presentation | * Visuals and text expertly supplement your discussion and do not overpower or underpower your presentation |
| **Presentation Skills** |  | * Does not connect with the audience and presentation skills are lacking | * Some attempt to connect with the audience but presentation skills need improvement | * Connects with the audience well and demonstrates good presentation skills | * Expertly connects with the audience and demonstrates excellent presentation skills |