ENG 4CI Name: Date: PHS

**Advertising Report Assignment**

**Task:** Construct a Formal Report that illustrates the advertising history of one single product.

Follow the appropriate report format given

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| **Formal Research Report** |
| * Select a product * Your Report must include specific headings and subheadings, and must follow a specific design layout (see below). * The Report will be 8-10 pages in length, but don’t fret! The Report’s layout considerations mean that it looks longer than it really is. * You will complete a section in the Report that will ask you to draw conclusions about the “journey” the product has taken. * You must show evidence of EACH of the following stages in order not to be flagged for possible plagiarism:   **REPORT OUTLINE REPORT ROUGH EDITING** |

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| **Style Requirements:** | | | |
| * Use bullets | * Use complete sentences | * Use a larger font (13, max 14) | * Use charts |
| * Use bolded headings | * Use slightly-less bolded subheading | * 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:  |  |  | | --- | --- | | **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. |

Formal Research Report - Rubric

| Criteria | R | Level 1 | Level 2 | Level 3 | Level 4 |
| --- | --- | --- | --- | --- | --- |
| Title Page & Table of Contents |  | * Little information is presented * Little care to include pages, headings, & subheadings | * An attempt is made to include required information * Attempts to include pages, headings, & subheadings | * Required information is properly presented * Includes all pages, headings, & subheadings | * All required information is included with an interesting skill * Includes all pages, headings, & subheadings with exemplary style |
| Introduction |  | * Lacks demonstration of skill in explaining the intention of the report & background information | * Attempts to demonstrate skill in the intention of the report & background information | * Explains the intention of the report & provides all background information | * Completely explains the intention of the report & provides all background information with an interesting style |
| Organized Research |  | * Little demonstration of ability to show how ads are deconstructed in an appropriate report format | * Attempts to show how ads are deconstructed in an appropriate report format | * Shows how ads are deconstructed in an appropriate report format | * Shows how ads are deconstructed in an excellent report format |
| Interpret the Research |  | * The journey of the product is unclear | * The journey of the product is attempted | * The journey of the product is explained | * The journey of the product is explained with impressive skill |
| Works Cited Page |  | * Citations are merely URLs | * All images are cited but improperly formatted | * All images are cited & properly formatted | * All images are cited & properly-formatted with evidently no errors |
| Grammar, Spelling, Sentence Structure |  | * Many incorrect mechanics (5+) | * Some incorrect mechanics (3-4) | * Mostly correct mechanics (2-3 errors) | * Correct mechanics (evidently no errors) |
| Format / Presentation |  | * Little demonstration of proper format * Very little demonstration of professional layout * Does not use report text features | * Attempts to adhere to format * Attempts the professional layout * Uses interesting text features | * Adhering to format * Professional layout * Skilled use of text features | * Adheres to format with evidently no errors * Excelled professional layout * Skilled use of text features |
| Content |  | * Ineffective and/or irrelevant content | * Somewhat effective and relevant content | * Mostly effective and relevant content | * Highly effective and relevant content |

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