

Does the media influence our culture, economy, personalities, and values? A sea of advertisements surrounds us through our tv viewing, radio listening, magazine perusals, highway billboards, and technological advancements smaller than your palm. Some studies suggest that we encounter upwards 2000 ads a day. Study Schrank's, Fowles' and Davis's essays and the student models carefully Participate in class discussions earnestly.

Choose one of the following topics or create your own (get my authorization). **1009:** Use Schrank's, Fowles' or Davis's essays for reinforcement, structure and credibility. **1010:** Must use at least two of the following authors: Schrank's, Fowles' and/or Davis's essays for reinforcement, structure and credibility. You may also use *In Brands We Trust*.

Essay type: Analysis, description, persuasion, example, classification all mixed up  
Length: Introduction, three or more body paragraphs, **1009:** 750-950 words and conclusion. **1010:** 850-1250 words and conclusion. You will need a Work(s) Cited page.

1. Do you feel we are misled by ads? In what way? You must identify at least three different ways we are misled by ads (Use Schrank's, Fowles' and/or Davis's essays for reinforcement, structure and credibility. You may also use *In Brands We Trust*.) You will need between one to three examples (ads) for each main point in each body paragraph.
2. Ads often work by enticing customers to associate the product with some emotion or attitude so that they connect a strong feeling for this product. You may notice several ads that suggest through images that their product is linked to patriotism, sexual prowess, health and fitness, friendship, success and achievement, escapism, belonging to a group—other. (Use Schrank's, Fowles' and/or Davis's essays for reinforcement, structure and credibility. You may also use *In Brands We Trust*.)
3. Select several products you use frequently, for example your brand of beer, cigarettes, clothing, cologne/perfume. Decide what categories/strategies the advertisers have used to get you to and others to try their products. Use a different strategy (Use Schrank's, Fowles' and/or Davis's essays for reinforcement, structure and credibility. You may also use *In Brands We Trust*) for each body paragraph or pick one strategy and three different ads.
4. Do you think there is too much sex in advertising? Using numerous specific examples, argue this point in a five paragraph+ essay. (Use Schrank's, Fowles's and/or Davis's essays for reinforcement, structure and credibility. You may also use *In Brands We Trust*.)
5. Other. See me for authorization. (Use Schrank's, Fowles's and/or Davis's essays for reinforcement, structure and credibility. You may also use *In Brands We Trust*.)