

Real Life Challenge

Do you fall for advertising tricks?



Month 3 Activity & Budget

8th Grade Math & Science Project
Havana Junior High School

Amazing Ads – Page 9

What is an **ADVERTISEMENT**?

It is a tool used to get people to want to buy something and can be considered examples of **PERSUASIVE** writing since they create their ads to persuade us to do, buy, or think something.

What is the **TARGET AUDIENCE**?

It is a group of people who advertisers think will buy or use the product and place their ads where they are likely to see them. Examples would include children, females or males, pet owners, etc.

What is a **TESTIMONIAL**?

It is a statement from people who make claims about products or services. Advertisers believe it makes their product more credible and will encourage people to buy it.

Fill in the first column on page 9 of your booklet as we watch the video.



Amazing Ads

Month 3 Activity

Part A: Fill in these blanks & chart using the class notes.

_____ is a tool used to get people to want to buy something and can be considered examples of _____ writing since they create their ads to persuade us to do, buy, or think something. The _____ is a group of people who advertisers think will buy or use the product and place their ads where they are likely to see them.

Item	Description	Examples
	Appeals to our emotions and what we care about	
	Uses logic, reason, and facts to convince us to buy a product	
	Appeals to credibility and uses experts to make us trust the company or believe their products are the best	

Part B: List 2 examples of advertisements for each item in the last column of the chart.

Part C: Which one is the most effective? Explain your choice.

Part D: What would you consider the top 3 commercials? Why?

Item	Description	Examples
PATHOS	Appeals to our emotions and what we care about	
LOGOS	Uses logic, reason, and facts to convince us to buy a product	
ETHOS	Appeals to credibility and uses experts to make us trust the company or believe their products are the best	

You can use different examples instead of the ones in the video.

Amazing Ads Month 3 Activity

Part A: Fill in these blanks & chart using the class notes.

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Part B: List 2 examples of advertisements for each item in the last column of the chart.

Part C: Which one is the most effective? Explain your choice.

Part D: What would you consider the top 3 commercials? Why?

-2-

Finish Parts C & D before next Friday

Part C: Which of these is the most effective: pathos, logos, or ethos? Explain

Part D: What would you consider the top 3 commercials (of all time)? Why?

Ask your parents for ideas!

Month 3 Budget

You need to:

- 1 – Fill in the amounts for each expense** using the information from your Month 2 Budget page.
- 2 – Complete the bottom section of the budget page.**
 - Write in your monthly salary.
 - Add up your total expenses.
 - Draw a life card and write down a description along with the amount.
 - Calculate the balance.
- 3 –Record the amounts for expenses, life cards, and savings account in the chart on the back cover.**

Due Date: THURSDAY, 11/15

Monthly Expenses & Savings		
Housing Package		
Transportation Package		
Education Expenses		
Savings Account		
Total Expenses		

Checking Account		
Balance from last month →		
Monthly Salary	+	
Total Expenses & Savings	-	
Life Card - _____	±	
Balance to move to next month		↑

NOTE: Use + for deposits and - for debits

Done? Put your booklet in the math folder!
Not done? Put your booklet in the crate and finish all of Month 3 by Thursday.