

Name: _____

LA Period: _____

You need to state the technique being used. Some commercials may have multiple techniques; however pick the strongest technique that applies. You will not use the terms: propaganda techniques, bias, and editorial. There is ideally one commercial for each technique.

Your explanations should be in complete sentences, and they should clearly explain your answer using exact details from the text. To get to the commercials, click on "Links for commercials" in Mrs. Brown's agenda or in Mr. Potts' Schoology.

Commercial #1 (Family Resort Ocean City, MD)

Technique being used: _____

Explanation using exact details from text: _____

Commercial #2 (Texting While Driving)

Technique being used: _____

Explanation using exact details from text: _____

Commercial #3 (Breakfast Odd Couple)

Technique being used: _____

Explanation using exact details from text: _____

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Commercial #4 (Chrysler Style Commercial)

Technique being used: _____

Explanation using exact details from text: _____

Commercial #5 (Forward with Barrack Obama)-***You don't need to watch the whole commercial!***

Technique being used: _____

Explanation using exact details from text: _____

Commercial #6 (Hungry Man)

Technique being used: _____

Explanation using exact details from text: _____

Commercial #7 (Michael Jackson Pepsi)

Technique being used: _____

Explanation using exact details from text: _____

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Commercial #8 (Animal Crackers-Got Milk)

Technique being used: _____

Explanation using exact details from text: _____

Commercial #9 (Ford Flex)

Technique being used: _____

Explanation using exact details from text: _____

Commercial #10 (Burger King/McDonald's)

Technique being used: _____

Explanation using exact details from text: _____

Commercial #11 (Mario Bros)

Technique being used: _____

Explanation using exact details from text: _____

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Commercial #12 (Army Strong)

Technique being used: _____

Explanation using exact details from text: _____

Commercial #13 (Jessica Simpson GoodSkinCare.info)*Might not need to watch whole commercial*

Technique being used: _____

Explanation using exact details from text: _____

Commercial #14 (Purina Puppy Chow)

Technique being used: _____

Explanation using exact details from text: _____
