

The Logic of Advertising

Select an advertisement from a magazine or online (if you have the ability to print in color). Please choose an ad that is considered legal, moral and appropriate for high school students.

- If you are using a physical magazine ad, cut your advertisement out.
- If you are using an online ad use a snipping tool to copy your image to a word document. If you are using an online ad you must print in color—otherwise, use a magazine.

Mount your ad on construction paper or cardstock. Mount a separate paper on the front of the cardstock with rest of the assignment listed below. Please type the 4 sentences created.

Assignment:

Write and label the following sentences-

- 1- A conditional statement (in if-then form) of your choosing suggested by your ad.
[For example: if I use Pantene shampoo, then I will have beautiful silky hair.]
- 2- The converse of your conditional statement.
- 3- The inverse of your conditional statement.
- 4- The contrapositive of your conditional statement.

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Assignment:

Write and label the following sentences-

- 5- A conditional statement (in if-then form) of your choosing suggested by your ad.
[For example: if I use Pantene shampoo, then I will have beautiful silky hair.]
- 6- The converse of your conditional statement.
- 7- The inverse of your conditional statement.
- 8- The contrapositive of your conditional statement.