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Selling your Stance

For this assignment, you will turn a claim for a paper into a print advertisement. You can choose to use a claim from an already drafted essay or use this assignment to help you visualize a future essay topic.

Students should keep the following elements in mind when creating this advertisement:

- Audience—who does your ad target and why?
- Purpose—what is this ad selling?
- Theme—what knowledge will your audience walk away with after viewing this ad?
- Mood/Tone—how does this ad make the audience feel?
- Details/Support—how do the images and texts in your ad support the purpose?
- Language—does your ad rely on information, generalizations, or emotions?

Be as creative as you like with this assignment. Some options you have, but are not limited to, include:

- Drawings—pencils, crayons, markers, color pencils, etc.
- Collages using images from newspapers, magazines, etc.
- Clip art and computer graphics
- Surprise us!

Note: Students will be asked to share this advertisement with others, either in small groups or the class as a whole.