**Media Literacy Project**

For this project, you will select media of your choice to create a presentation on logical fallacies used in advertising. This project will not be printed (no need to waste), but should be submitted to Ms. Ernst through student vault. Directions for submitting the project will be provided.

**Requirements**

1. Select a minimum of five advertisements directed at a specific audience.
2. Identify the target audience for each advertisement.
3. Identify the logical fallacies used to deliver the message in each advertisement.
4. Identify the message of each advertisement.
5. Describe how the message is meant to persuade the target audience.
6. Explain what the message says about a particular group in society.

**Learning Objectives**

\*To demonstrate your understanding of the fallacies in media.

\*To demonstrate your understanding of the types of fallacies used in advertising.

\*To analyze the messages delivered through advertisements.

**Rubric**

(This project will count as two formative grades)

Examined the required number of ads Exemplary Proficient Basic

Identified intended audience Exemplary Proficient Basic

Accurately identified fallacies Exemplary Proficient Basic

Demonstrated an understanding Exemplary Proficient Basic

and analysis of the message\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Provided examples/evidence for support Exemplary Proficient Basic

Indicated how the message impacts

members of society Exemplary Proficient Basic

Presentation is clear and concise Exemplary Proficient Basic

Example