

The Language of Advertising: Selling Your Product

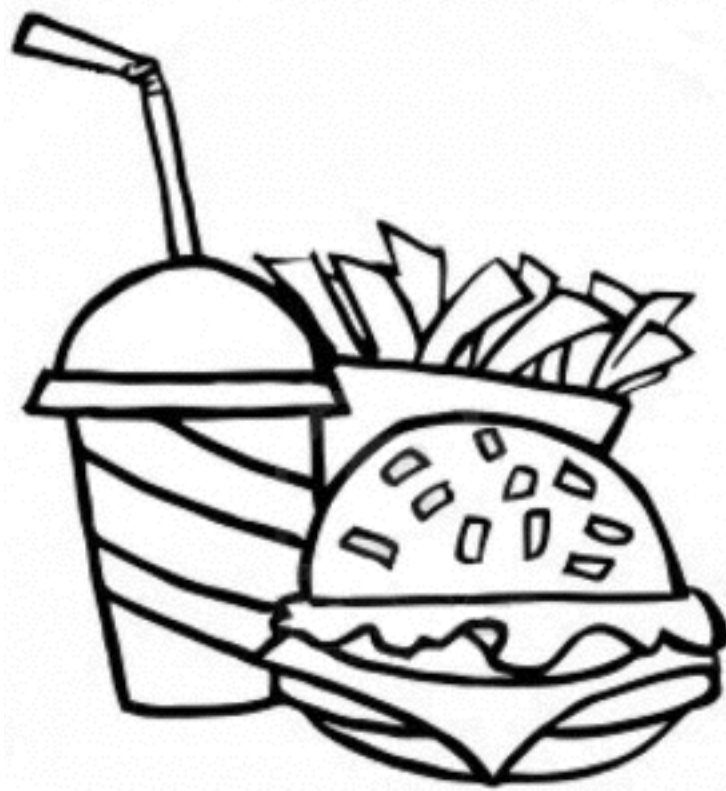
Your assignment is to create **three** print advertisements for a product **using different language devices each time** (e.g. weasel words for one ad, celebrity endorsement for another ad). You will also be responsible for **giving your product a name**. For bonus points, also create a **brand name** and **slogan!**



language device used appropriately	/2		
product name is relevant/creative	/2		
ad is persuasive	/1		
BONUS			
brand name (appropriate)	/1		
slogan (creative/relevant)	/1	TOTAL /5 x3 =	/15

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