

ENTRY A – MEDIA AWARENESS PROJECT

The Study of Logical Fallacies in the Media

Thus far, we have identified close to twenty logical fallacies commonly used by advertisers in commercials broadcast on the internet, television, and radio as well as published in magazines and newspapers. We have also discovered the structure of consumer and political commercials over the last week and have analyzed how both logical fallacies and advertising tricks of the trade powerfully alter public perceptions.

Beginning today, you and your peers will apply this knowledge as you create original television commercials that effectively employ logical fallacies in both consumer and political advertisements.

THE TASK

Your goal is to create two (2) commercials. The first commercial will sell a product or service and the second commercial will support a fictional candidate for political office.

Keep the following points in mind as you work toward this outcome:

1. Each advertisement must be between 30-45 seconds in length.
2. You may work in cooperative teams no larger than 4 members.
3. Prior to recording your commercial, you must submit a written script for each commercial for teacher approval.
4. You must employ a minimum of six (6) logical fallacies in each commercial. You may repeat a maximum of two (2) logical fallacies in both commercials.
5. Both commercials must be submitted in digital format. In other words, you must hand in your final project on a DVD or CD-ROM and it must be playable in a conventional format.
6. While not required, it is suggested that you use digital editing software that will add a more sophisticated and professional feel to your advertisements. Special care has been taken to include at least one person with the necessary software and expertise in each group.
7. Plan in advance to meet after school to complete the necessary recording or editing. You may make an appointment with me to use the school computers after school to achieve this task.
8. A written explanation of approximately 400 words must accompany the advertisements. This explanation must describe which logical fallacies are used in each commercial and how they are intended to influence the viewer.

A SPECIAL NOTE REGARDING THE USE OF TECHNOLOGY IN THIS ASSIGNMENT

I know, I know. You are all students in the Landstown *Technology* Academy, and as *technology* students, this assignment should play to the many skills you bring to this course. But hold on for just one second and remember this: the technology is a means to the end. Say it again: **the technology is a means to the end**. Your primary goal is to effectively integrate subtle, misleading logical fallacies into consumer and political advertisements; the technology you use should highlight this accomplishment, not distract from it.

Preview the media exemplars and carefully read the instructional and diagnostic rubrics before you begin.