*Honesty in Advertising*

**OBJECTIVE**: After learning about various ethical lenses, ethics in food production, and use of advertising to persuade the consumer of a company’s ethical position, you will create an honest advertisement. Consider how those selling goods or disseminating information are manipulating the message to persuade the audience, and now do the opposite. Also think about how use of various rhetorical devices in advertising enhance the message and manipulate the consumer.

**Requirements:**

- Use of persuasive strategies in honest ways - consider bias & rhetorical strategies --- integrate into ads & be prepared to discuss

- No clip art, stock photos, or stock footage

- Be creative

- Demonstrate hard work, effort, and collaboration

- Demonstrate/present your perspective on what ethical advertising means to you

-You will not create the full ad, but rather the storyboard to present to your classmates

-Please include the following:

1. Product

2. Use of TWO sources regarding how this product is produced (please include the MLA citation on the back of your storyboard)

3. Visual/images on the story board that convey the message/tell the story to the audience (you may use dialogue if you wish)

**Rubric:**

A = All requirements are met above and beyond the expectations

B = All requirements are met

C = Most requirements are met and there are no distracting issues

F = More than a few requirements are not met and there are distracting issues

THIS WILL BE A QUIZ GRADE. WE WILL PRESENT IN CLASS TODAY.