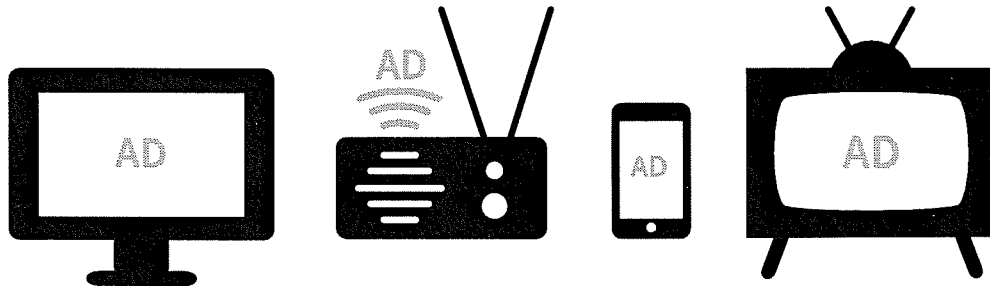


Name: _____

POWER OF ADVERTISING

Today we are going to look at the power of advertising on our choices. Does seeing an ad for delicious food make me want to eat it? Does seeing an ad for a beach vacation make me want to go? Does seeing an ad for a prescription medication make me wonder if it could help me? As a table group, you are going to complete this brainstorming sheet.

1. Where do you see advertising on a daily basis? Give at least three examples.
2. Brainstorm as many companies as you can and their slogans in the chart below.

Company Name	Slogan
Example: McDonald's	"I'm Lovin' It!"

3. Does advertising influence our daily choices as middle school students? Why or why not? Write at least a four-sentence summary.