Geometry – Advertising Logic

Name _____ Per. ___

As we study proofs and logic you may be thinking "When will I ever use this?". You may not use geometric proofs in your future career, but that doesn't mean that proofs are useless! This assignment is intended to show you that an argument isn't logical unless each statement, stated or implied, has a reason. Much like a debate or persuasive speech, you must have evidence and reasons to back up the stance you are taking on an issue.

Find an advertisement for any product (must be a paper or digital advertisement, **not a commercial**). Remember, of course, that this advertisement must be school appropriate and cannot be the same example as shown in class.

Use your advertisement to complete the following:

1. What is the product being advertised?

2. **List** several key features of the product including: price, what it does, how new it is, does it have any competitor products, etc. You may need to do a little research outside of the advertisement to find this information.

3. **Draw** a sketch of the advertisement below. **Describe** in detail what it looks like and what words appear on the ad.
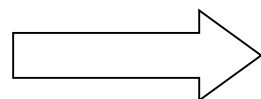
4. What features of this product would cause someone to buy it over another product? Hint: how do its features compare to competitor features? How much does it cost compared to similar products?

5. What **facts** are actually stated in this ad?

6. What is **implied** by this ad? What is the advertiser saying will happen if you buy this product?

7. Does the ad present a **logical argument** for buying the product? Why or why not?

7. Write the following **conditional statements** implied by the ad. Use your notes from **2.3** to help.

    a. Conditional:

    b. Converse:

    c. Inverse:

    d. Contrapositive:

Life is easier on iPhone.

And that starts as soon as you turn it on.