
A Letter to the Publisher

STUDENT'S VERSION (WORD WRITABLE)

Name: Click or tap here to enter text.

Date: Click or tap to enter a date.

Period: Click or tap here to enter text.

Teacher: Click or tap here to enter text.

School: Click or tap here to enter text.

Citing concerns over some of the advertising found in the school's magazine collection, your school librarian has asked you to join a committee of students to examine the issue. As part of your participation in this committee, you will analyze four magazine advertisements whose messages concern you and then write a letter to their publisher. The results of this task should persuade the publisher to include advertisements with fewer negative messages in the magazines.

Part 1: Advertising and Negative Effects

Pre-Writing (pre-writing will not be scored)

For **each** of the four advertisements, provide **one negative effect** on teens. You must list **four** different negative effects. Next, identify the part of the advertisement that leads to the negative effect.

Negative Effect on Teens:

1. Click or tap here to enter text.
2. Click or tap here to enter text.
3. Click or tap here to enter text.
4. Click or tap here to enter text.

Negative Part of Advertisement:

1. Click or tap here to enter text.
2. Click or tap here to enter text.
3. Click or tap here to enter text.
4. Click or tap here to enter text.

Part 2: Advertising and Positive Effects

Pre-Writing (pre-writing will not be scored)

For **each** of the four advertisements, describe **one change** that would result in a positive effect on teens rather than a negative effect. Next, describe how each change would result in the intended positive effect.

Change to Advertisement:

1. Click or tap here to enter text.
2. Click or tap here to enter text.
3. Click or tap here to enter text.
4. Click or tap here to enter text.

Intended Positive Effect:

1. Click or tap here to enter text.
2. Click or tap here to enter text.
3. Click or tap here to enter text.
4. Click or tap here to enter text.

Part 3: A Letter to the Publisher

Using your knowledge from Parts 1 and 2, write a letter in the response space provided. In order to receive all eight points, be sure to include each of your answers from the pre-writing exercises (Parts 1 and 2) in your letter.

Dear Publisher,

Click or tap here to enter text.

Student's Score

Click or tap here to enter text. /8