Name \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Date \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Ms. Marciano Block G

WRITING ASSIGNMENT #3 - A Separate Peace

PROMPT

 Technologically advanced printing presses that print newspapers cost millions of dollars.

Reporters, editors, layout people, pressmen, artists, and everyone associated with the newspaper production and delivery have to be paid salaries. Your daily newspaper, which probably costs around fifty to seventy-five cents should cost at lest ten times that to cover the production costs. How, then, does the newspaper stay in business?

Advertising. They sell space in the newspaper to businesses and others who want to get product or other information to the people in your community. The cost of the advertising depends primarily on the size of the ad and the circulation (number of copies of the paper which will be printed and distributed). Ads in newspapers that reach tens of thousands or millions of people cost more than ads in little local papers that may only reach hundreds or a few thousand people.

If you own a retail business and purchase a full-page ad in a paper that will reach tens of thousands of people, you will pay thousands of dollars. If you are spending that kind of money, you want the ad to be effective; that is, you want to make as many sales as possible from that ad. How do you do that?

Look now in the newspapers you have been using. Find examples of advertisements and create a list of characteristics they all have in common, a list of things that make a good ad.

Through advertisements, businesses and others try to persuade the public. You all will not be writing advertisements as your profession when you enter the workplace, but it is important for you to know how ads are constructed so as a consumer you can be aware of how you are constantly being manipulated by advertisements in newspapers, magazines, television, phone solicitations, and so on.

ASSIGNMENT

Your assignment is to create ONE of the following ads:

1. An advertisement for the winter carnival
2. An advertisement to get members to join the Super Suicide Society
3. An advertisement for Devon School
4. An advertisement for students to try out for the Olympics
5. An advertisement recruiting young men to the armed forces (choose the branch of service you wish or make it a general advertisement for all the armed forces)
6. 6. An advertisement persuading people to support the war efforts

Since color advertising is about twice as expensive as black and white and our newspaper will be printed in black and white, your ads, likewise, must be done in black and white. They should be "camera ready," that is, they should be able to be printed "as is" without any corrections.

PREWRITING

 Stop and think about each of the topics, and see what kinds of ideas pop into your head.

You'll probably have more or better ideas about one topic than all the rest. That's the topic you should choose.

Jot down your ideas on a piece of paper. Play with some sketches of your ideas to see which one seems to work the best. Choose the one that works best.

DRAFTING

Make a list of all the information you need to put into your ad. Keep revising your sketches until you have all the information you need in the ad placed in a way that conforms to the characteristics of a good ad. (Remember the list you made?)

PROMPT

 When you finish the rough draft of your paper, ask a student who sits near you to read it.

After reading your rough draft, he/she should tell you what he/she liked best about your work, which parts were difficult to understand, and ways in which your work could be improved. Reread your ad considering your critic's comments and make the corrections you think are necessary.

PROOFREADING

Do a final proofreading of your ad double-checking your spelling. Make a final copy of your ad suitable for publication.