

GROUP PROJECT OUTLINE

Choose assignments that add up to 70 marks and fill out the contract at the end of the outline. **Before** beginning the assignments discuss your ideas with your teacher. As well, your group can "negotiate" any other assignments that are not in the outline. Be sure to consult with your teacher before starting.

1. Questionnaire 15 Marks

Prepare and hand out a questionnaire or survey to at least 25 people. The questions could include:

- product recognition questions (Use products not covered in class)
- questions that ask opinions about advertising issues. (Should advertising be a legal tax deduction?)
- favourite TV shows, etc.

Include a 100 word report on the survey stating any trends or interesting things learned in the survey.

2. Just Say No 10 Marks

Should tobacco ads be allowed on TV?

Members of the group must present opposing views on this question. One member can argue for legalizing tobacco ads and the other can argue to keep tobacco ads off of television.

3. Sheer Numbers 15 Marks

Determine the amount of time spent on advertising in one hour of Prime Time Television. Calculate the time spent watching commercials by an average Canadian who watches 4 hours of television per day. Calculate for one day, one week, one year and for 75 years. Also include a pie graph that shows what percentage of viewing time is devoted to advertisements.

4. Advertising Rates 15 Marks

Write a letter to one TV station, one radio station and one newspaper to obtain information about their advertising rates and the cost of advertising with their station or newspaper. Include a brief summary of the information.