

POLS 433
Dr. Belt
Written Assignment #2
Due: Monday, 3/31/08

Your Assignment: Critically examine three pieces of advertising and write an essay about them. Attach a copy/print/still photo of at least two of the three advertisements. The ads may take any media form.

This assignment is due at the beginning of class. It is to be type-written, double spaced, in 12-point Times Roman font with one inch margins on all sides. The page length requirement is 2-3 pages (not including attachments). Do not go beyond the page length maximum. Be clear and concise in your writing—do not write needless amounts of information. Make sure to properly cite the source of the advertisements.

Your grade will be based on the following:

10 Points	Introduction
20 Points	Summary of Findings
40 Points	Quality of Analysis
10 Points	Conclusion
10 Points	Grammar and Style
10 Points	Proper Citations of Literature and/or Data Sources