

Local/National Ad Comparison

You will be writing a comparison of the local newspaper ad that you brought in and one of the national ads shown to you in class. This comparison must be

*In paragraph form (with topic & concluding sentences, at least 7-9 sentences in length)

*Neat (can be hand written in cursive or typed)

*At least 3 paragraphs

The 3 paragraphs must cover the following:

Paragraph 1: Compare the 2 ads. What do they have in common?

Paragraph 2: How is the national ad you chose “national”? What characteristics make it “national”?

Paragraph 3: How is your local newspaper ad “local”? What “local ad” characteristics does it have?

***Make sure to be specific- mention the product/brand, etc. Don’t tell me the difference between local & national ads. Tell me the difference between YOUR national ad and YOUR local ad.**

Please staple your local ad to the comparison.

Total: 15 points (5 points per paragraph)

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