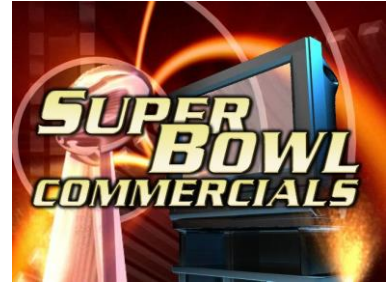


This assignment is designed to assess your writing. You will write a short (500+ word) descriptive essay on a commercial that aired during this year's Super Bowl. After choosing an advertisement, you will ensure your essay includes the following information:

- A thesis that describes something you will say/argue/describe about the ad
- A summary of the ad. Who was it for and what was the product being sold?
- What other messages were included in the ad, (for example, a response to a political issue, an issue affecting society, etc.)
- Techniques the ad used to sell their product
- Comments on the effectiveness of the advertisement
- Concluding thoughts

**Choose an Advertisement:**

- Visit this CBC Article: “The hits, jokes and messages of the Super Bowl commercials”
<http://www.cbc.ca/news/entertainment/super-bowl-51-2017-super-bowl-commercials-1.3968174>
- Do a Google or YouTube search for “Super Bowl LI commercials” or “Super Bowl 2017 commercials”

Success Criteria:

- Essay includes a clear thesis
- Ideas and information is properly supported, detailed, and explained
- Writing is organized, focusing on the topic and prompts
- The assignment is edited for spelling, grammar, and clarity
- MLA conventions are followed
- **Assignment is submitted to TurnItIn under “Super Bowl Essay”**

Samples and Guidelines:

- Find information related to a descriptive essay through the Purdue OWL:
<https://owl.english.purdue.edu/owl/resource/685/03/>

Due Date:

- This assignment is Due on **Wednesday, February 8, 2017 at the beginning of class. Submissions may be printed or emailed.**