

## **Advertising Research Paper**

You will write a **research paper** about a company and their use of advertising through the years. You should use **MLA format** for this paper and cite at least one (1) source. Include a heading and works cited page to receive full credit. Please use Times New Roman size 12 font for this paper.

- **Choose a company**- this can be any type of company (fast food, clothing brand, superstore, etc).
- **Research their advertising**- Find examples of the advertising they have used since the company began. What tactics have they used? How have these tactics changed? How effective has it been? Refer to your paradigm/propaganda notes.
- **Give you thoughts** - Explain why you think their advertising is either effective or ineffective.

You will be graded on each of the steps listed above, as well as your grammar/ spelling, number of sources, and inclusion of MLA formatting.

**This assignment is due on google classroom no later than 3:00pm Friday, February 21st.  
No late assignments will be accepted.**