Geometry Chapter 2 Project: Conditional Statements in Advertising

Name: _____

Advertisements almost always want you to do something, and imply that you will be rewarded if you follow their instructions. Your mission is to identify those promises. The promises are not always stated as "if … then …," but they imply the same message.

Assignment:

- o Find 2 different advertisements in magazines or newspapers.
- o Cut the ads out and NEATLY mount them on a piece of paper. If you do not own the magazine you are using, a photocopy of the advertisement would be acceptable.
- o For each of the 2 advertisements, complete the following questions:
    1. Write an "If … then …" conditional statement for the advertisement.
    2. Underline each hypothesis.
    3. Circle each conclusion.
    4. Write the converse, inverse, and contrapositive for each advertisement.
    5. Write one or two sentences describing whether the advertisement is valid in the condition implied or stated, or if the advertisement is false and misleading. If the advertisement is false, then describe how you would change it to a valid conditional statement.
    6. If possible, write a counterexample for the advertisement. **This will be worth 5 extra credit points.**
- o Choose one advertisement to present to the class on **Tuesday 10/13**

Grading Rubric:

Criteria	Points	Score	Comments
Advertisements are neatly mounted on a sheet of paper	2		
Correct conditional statement ("If … then …") for each ad	10		
Hypothesis underlined and conclusion circled for each conditional	4		
Converse correct for each conditional	8		
Inverse correct for each conditional	8		
Contrapositive correct for each conditional	8		
A well written sentence describing each ad	6		
Presentation	4		
Counterexample (Bonus Points)	+5		
Submitted on time (-10% for every day late)			
Total:	50		

*This will count as 25 quiz points

Example:
Advertisement:
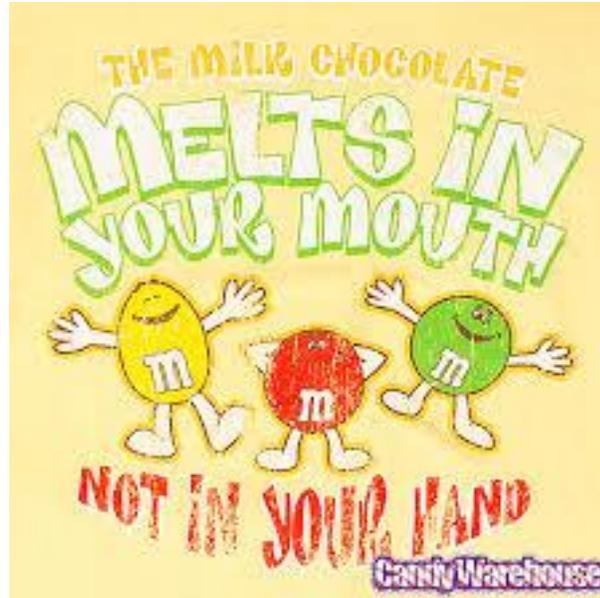
Conditional Statement: "If <u>the candy is M&M's</u>, then it will melt in your mouth and not in your hand."

Converse: "If the candy melts in your mouth and not in your hand, then it is M&M's."

Inverse: "If the candy is not M&M's, then it will it will not melt in your mouth but will melt in your hand."

Contrapositive: "If the candy does not melt in your mouth but melts in your hand, then it is not M&M's."

I do not believe this advertisement is valid because many times M&Ms have melted in my hands as well as in my mouth. I would change it to "If the candy is M&M's, then it will melt in your mouth and may melt in your hand as well. Yum Yum!"

Counterexample: