**Independent Practice Assignment #1—Individual Assignment**

Students will select a current popular advertisement. They will draw or use technology to create a picture or other visual representation of the communication process being used to promote the product, service, or business.

**Directions:** Describe a popular advertisement by explaining all parts of thecommunication process being used. Then create a picture or flowchart that shows all parts of the communication process that are used for your popular advertisement. Your picture or flow chart must indicate the sender, message, message channel, receiver, and feedback for the commercial you are describing.

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| **Product, Service, or Business Advertised: 10 Pts.** |
| **Description of the Commercial: 10 Pts.** |
| **Sender: 10 Pts.** |
| **Message: 10 Pts.** |
| **Message Channel: 10 Pts.** |
| **Receiver: 10Pts.** |
| **Feedback:10 Pts.** |
| **Picture or Flowchart may be attached: 30Pts.** |

Total Points\_\_\_\_\_\_\_\_

Maximum Points 100