

Chapter 3: Critical Thinking



Project Assignment

Goal

Chapter 3 focuses on critical thinking, argument strategies, and logic. You will apply these concepts by identifying and discussing the strategies, logic, and biases in a commercial.

Directions

Part 1

Use YouTube (hawkes.biz/YouTube) to find a commercial to analyze.

Part 1

Answer the following questions:

- What is the commercial trying to sell?
- What argumentation strategies (*ethos, logos, pathos*) is it using? Are these strategies effective?
- What logical fallacies does it use?
- How is the commercial using visuals to support its message?

Materials

YouTube (hawkes.biz/YouTube)

Word processing program or paper and writing tool

☒ Checklist

- ☐ The commercial chosen is appropriate for analysis
- ☐ All analysis questions are answered



Writing Assignment

Goal

In Chapter 3, you learned how to read and think critically, including how to detect bias. You will apply these concepts by writing an essay that describes how you would market a product to potential consumers.

Directions

Part 1

Choose a product to market. The product can be real or made-up.

Part 2

Brainstorm ways to market your product to consumers. Choose specific argumentation strategies (*ethos*, *logos*, *pathos*), and consider the pros and cons of incorporating logical fallacies and bias.

Part 3

Write a five-paragraph essay. The first paragraph should introduce the product and your general marketing approach. The three body paragraphs should describe your methods in detail, including any argumentation strategies and how you approached logical fallacies and bias. The last paragraph should summarize your ideas.

Materials

Word processing program or paper and writing tool

☒ Checklist

- ☐ A product (real or made-up) has been chosen for marketing
- ☐ The essay has five paragraphs:
 - ☐ The first paragraph introduces the product and general marketing approach
 - ☐ The three body paragraphs describe the marketing approach in detail
 - ☐ The last paragraph summarizes your ideas