

Mid Term

As part of your mid term for Economics you are to answer the following prompt in no less than three (3) pages, typed, double spaced, 12 point font, 3rd person.

Using your notes from “The Persuaders”, analyze the role of advertising and media in our lives and in our economy.

Guiding questions to think about:

- Consider the volume of advertising a typical person sees each day. Has our society gone overboard when it comes to advertising? Should there be limits? What would those limits be? Would limits to advertising be constitutional?
- Douglas Rushkoff asks in the documentary, “What happens when advertisers assume the role of our writers, journalists, and entertainers?” What does he mean by asking this question? How would you answer it?
- As we discussed in class, there are smart people who are paid huge amounts of money to persuade you to spend your money on their products and services. Would you argue that teens more easily fall for this? How many teens think that they are “individuals” when they have in fact fallen for the marketing they claim to see through?

Citations

In addition to citing the documentary “The Persuaders” multiple times you are to additionally find at least **two** other high quality sources from a published author.

Here is the citation for “The Persuaders”:

“The Persuaders.” Frontline DVD. Public Broadcasting System, November 9th, 2004.

Watch the documentary, “The Persuaders” online:

<http://www.pbs.org/wgbh/pages/frontline/shows/persuaders/>

Due: Monday, October 26th, 2009