

### **Lesson 3 (2 days)**

#### *Ad Parody Assignment:*

Using the handouts “Assignment: Ad Parody Poster” and “Ad Analysis,” students individually make a parody of a tobacco or alcohol ad and complete an analysis of the ad. Each student uses the “Ad Parody Scoring Rubric” to rate his/her own parody when completed, and has the parody peer-reviewed using the rubric. The rubric is explained thoroughly to students prior to the start of work, and the class together uses the rubric to rate work from previous classes so they are familiar with the process and can identify different levels of competence.