Morse

Exercise: Explaining and justifying

**Step 1:** Spend the next thirty minutes leafing through the magazines or newspapers selecting advertisements that match the following:

a. an advertisement you think is *good*

b. an advertisement you think is *bad*.

**Step 2:** Next, write a paragraph for each of your choices describing and discussing why you have chosen those particular ads. You should explain and justify your choices.

**Step 3:** Share your paragraphs with two other students. Discuss with the other students the *strengths* and *weaknesses* of your paragraphs.

**Step 4:** Revise your paragraphs incorporating changes you feel will make your justifications stronger and more convincing.

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