

HOMework: DUE _____

1. Using your magazines, locate 5 ads which have at least one word that have either positive or negative connotation.
2. Use a book mark and save the page
3. On notebook paper complete the following for each of the five ads:

- Name of Magazine:
- Product:
- Identified word w/connotation (synonym):
- Is word positive or negative?
- Added meaning through connotation:
- Why did they use the word in ad instead of the word you identified as a synonym?