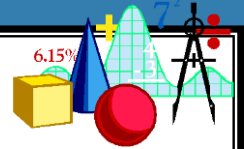


Mathematics, Geometry
Unit II: Lesson 3

Display: **The Ad Trap**



Many advertisements online and in newspapers and magazines have something in common: They use conditional statements in their headlines. Review the inverse, converse, and contrapositive of conditional statements and the types of correct and faulty reasoning.

Look for advertisements that exhibit faulty reasoning. Why do advertisers use this type of reasoning? Is it effective?

Make a display that illustrates the types of reasoning discussed here. Editorialize on the rationale of using faulty reasoning in advertising.