**Settlement of the West**

Choose an advertisement from between 1870-1915 that encourages the settlement of Canada’s West (American advertisement is also acceptable).

On your own, or with a partner, you will first analyze the advertisement and then you will alter the advertisement to make it more honest.

Step 1

Analyze advertisement:

* describe why the advertisement is persuasive
* identify the target audience
* what specifically is it offering

Step 2

Alter advertisement:

* make the advertisement more honest by rewriting some of the captions.
* You may use either Photoshop, or you can print it off and then alter it using a sharpie

Grading:

Analysis /4

* description, identification, and analysis should cover every aspect of advertisement

Alterations /4

* alterations should be obvious, honest, and show creativity