spelling, syntax, or organization that negatively impact readability and articulation of main ideas that prevent understanding of ideas.

communicates key ideas and thoughts in a short answer response Response needs clarification in order to support understanding of key ideas and thoughts Response is not legible and key ideas or thoughts are not understandable 20.

Your first longer-term assignment in this course is to complete a comparison template, where you will examine four advertisements of your choice for various aspects that are interesting from a social science perspective. The work you do on this comparison template will directly support your work on two other longerterm projects—an observation journal and a presentation—which are due later in the course. This comparison template assignment will assess the following course outcome, which you focused on throughout the first two modules: • Utilize fundamental approaches to social scientific research in addressing questions related to human behaviors Prompt To start this assignment, you will gather a set of four advertisements from the provided Advertisement Examples document that features multiple people. You will then use these advertisements to fill in the provided Comparison Template document, in which you address specific social science aspects of each advertisement in preparation for your next project, the observation journal. Specifically, the following critical elements must be addressed