

### Topic 5 & 6: Slogans, Media, and Testing Claims



Name: \_\_\_\_\_

**Media:** \_\_\_\_\_

Ex. \_\_\_\_\_

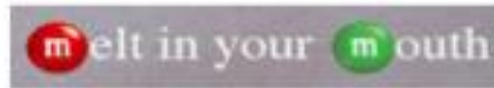


**Slogan:** \_\_\_\_\_

Ex. \_\_\_\_\_



**Claim:** \_\_\_\_\_



**Fair Test:** \_\_\_\_\_

**Opinion:** \_\_\_\_\_

Ex. \_\_\_\_\_



**Bias:** \_\_\_\_\_

Ex. \_\_\_\_\_



### Testing Claims

What is the claim being stated in the ad? \_\_\_\_\_

Design a FAIR TEST to test this claim: *(the procedures or steps)*

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**Independent Variable:** \_\_\_\_\_

**Control Variables (at least 4)**

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**Hypothesis:** *(If...then...because...)*

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**Dependent (measured) variable:** \_\_\_\_\_

**\*\*Double check your procedures – make sure they are clear\*\***

**Observations:**



**Conclusion:**

1) \_\_\_\_\_

2) \_\_\_\_\_