

Name: _____

Framing Effect Assignment

Directions: Read the framing effect article posted on www.debelak.yolasite.com. Then, complete the activity below:

1. Think of a product or issue, real or fictitious, that you can use to influence someone's thinking.
2. Find a picture to represent your issue/idea.
3. Using the concept of the "framing effect," create a "poster" for your product. Use at least two examples.
4. On the back explain not only how the framing effect works, but how you've applied the principle.

This assignment falls into the classwork grading category. Remember, neatness and clarity count!