Advertising and Persuasion Academic Level : Bachelor Paper details How persuasive are ads on your consumer behavior? Consumers are bombarded with ads everywhere—on the sides of buses, in social media feeds, in magazines and newspapers, on television, in movie theaters, and seemingly everywhere. Marketing is relentlessly pushing messages to us, with the intention of changing our behavior in a desired direction. For your Portfolio Project, create a portfolio of ads and present them in PowerPoint or another presentation software. Throughout this course, gather and analyze ads from all around you. You are required to find a total of 10 ads, including: Two different television ads that appear on programs you watch—use YouTube to find the files and embed them in your PowerPoint file. Two different ads that show up in your social media feed—take a screenshot of these. Two different ads from a magazine or newspaper that you regularly read—you may use the online version and take a screenshot or use your smartphone or camera to take a photo of the ad in a hardcopy version of the periodical. Two different ads from outdoor advertising—use your smartphone or camera to take a photo. These may include signs (make them interesting!) Two ads—from any media—that are for nonprofit or government organizations (e.g., American Red Cross, etc.). For each ad: