Consumerism and Advertisement Project Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

MYP Language and Literature Year 2

**Directions:** Your task it to make an advertisement on a product while utilizing the information we have learned in class on informative/persuasive techniques. Your final product must adhere to the rubric also handed to you with these directions.

1. **Identify the topic that you would like your ad to be on. These could include, but are not limited to:**

*A. Social Issues (e.g. poverty, disease, equality, etc.)*

*B. Consumer Goods (e.g. foods, clothing, technology, etc.)*

*C. Services (e.g. cleaning, repairs, specialists, etc.)*

1. **Now that you’ve identified a general topic, talk with your group and narrow your idea down to a specific cause.**
2. *My advertisement will be about \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.*
3. **You are now ready to begin brainstorming about your product. As you talk with your group answer the following questions:**
4. Who is your target audience?

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1. What three persuasive techniques will you include in your ad?
2. What three selling points will you include in your ad that specifically addresses your target
3. What images and or graphics will you include to help sell your product?
4. What is your headline? Does it speak to your target market? Why or why not?
5. Thinking ahead to the final product, do you believe your advertisement will be effective enough to convince your classmates that your product is worthy to purchase? Why or why not?
6. What are the specific roles/responsibilities you must complete to help in creating the advertisement?