

PROPAGANDA PROJECT

With a partner, you will create an advertising campaign that must include one print ad and one television or radio commercial. You must use at least four (4) different propaganda techniques that we've discussed in class. Your product must be something found in the World State: soma, Electro-Magnetic Golf, Obstacle Golf, helicopters, feely picture shows...any "product" you can find in the book. You must follow typical advertising rules (watch/listen to commercials and read print-ads to determine necessary features), and please make sure your ads are school appropriate (you may push the boundaries, but anything you present should be something you are willing to show to an administrator). Your finished campaign will be due March, 29.

Use the following rubric as a general guide:

Print Ad (30 pts)

- Includes necessary information
- Graphics and text are eye-catching
- Graphics and text are appropriate
- Overall ad is neat and attractive
- Includes slogan

TV/Radio Ad (50 pts)

- Includes necessary information
- Auditory, vocal and/or visual aspects are appropriate and engaging
- Overall ad is clear and well-presented
- Includes slogan

Overall Project (20 pts)

- Campaign is persuasive
- Campaign is unique and creative
- Campaign is appropriate to the product
- Project represents the students' best efforts
- At least three propaganda techniques are used
- Elements of the World State's beliefs are clearly presented