**Name:**

**Propaganda Unit – Project**

**Task:** In this unit you have learned about various forms of propaganda used in commercials. Your task is to highlight at least one of these types of propaganda in your own created commercial. You have two options to complete this task:

1. Work by yourself and create a poster advertisement for either a company of your own invention or a real-life company. The poster needs to sell a product or service using at least one of the types of propaganda we discussed. The poster needs to be drawn on regular sized paper and needs to be coloured.
2. Work in groups of 2-3 and create a video advertisement for either a company of your own invention or a real-life company. The video needs to sell a product or service using at least one of the types of propaganda we discussed. The video needs to be at least 30 seconds long, well-rehearsed, and well-edited.

Once you are done your task, everyone must answer the following questions on a blank sheet of paper:

1. What is the name of your company?
2. What product or service are you selling?
3. What type(s) of propaganda are you using to sell your product or service? Please define each type of propaganda you listed.
4. What are people drawn to about your ad? (Images, colour, humour, music, slogan, etc.)
5. Do you think your ad will be successful in selling your product/service? Why or why not?

**Criteria**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | Acquiring | Developing | Refining | Proficient |
| Propaganda Used |  |  |  | -Use of at least one propaganda is very evident. Propaganda is well defined  -Company and product/service are very evident and featured in the ad |
| Content |  |  |  | -Poster/Video is engaging for audience (colours, images, acting, etc.) and persuades audience to buy product/service  -Poster/Video is neat and organized or well-rehearsed and edited |
| Mark/Comments:  Acquiring Developing Refining Proficient | | | | |