

Design an Ad

Nonfiction

What you'll need:

poster board, colored pencils or markers

Steps:

- ① Design an ad to sell an item related to your nonfiction book. Begin by selecting a target audience and deciding which of the propaganda techniques described below you want to use to create your slogan.
- ② Use the answers to the following questions to help you design the ad:
 - * What are the benefits of this item?
 - * Why would everyone want to have it?
 - * How would you describe the item?
- ③ Be sure your ad includes a strong visual image to communicate what you are selling.

Grading Criteria

Propaganda technique	15 points
Catchy slogan	10 points
Illustrations	10 points
Colorful	5 points
Followed directions	5 points
Neatness	5 points
	50 points

Propaganda Techniques:

Generalization – Uses broad statements that mean little but create positive feelings.

Snob appeal – Suggests that people will be better than everyone else if they buy a product.

Testimonial – Has a well-known person voice his or her support of a product.

Bandwagon – Tries to convince people to buy something because everyone else is.

Repetition – Repeats a slogan over and over.

Half-truth – Uses facts and figures that favor one point of view while leaving out the facts and figures that support other viewpoints.

Name-calling – Criticizes a competing product.

Ordinary people – Tries to influence consumers by showing them that a product is liked by people “just like them.”

Science appeal – Presents a scientific judgment that is not necessarily supported by facts.

