**Propaganda Project**

**Due: March 1st (B Day) and March 4th (A Day)**

**Objective:**

Students will create a product and develop an advertisement for the product using propaganda techniques. Students will be using flipgrid to record the advertisement. Each student must write up *his/her own explanation.*

**Steps:**

1. Come up with a product or service that you would like to advertise. It can be a combination of products or services that already exist or something that you completely make up. The product/ service as a whole must be **original**. You can use computer images or a drawing to illustrate your product.

2. Create an advertisement for your product/service that includes at least two of the propaganda techniques discussed in class. You will use the flipgrid to create the video.

3. On a separate sheet of paper **type** an explanation of the **purpose** for your advertisement, the **target audience,** and the **techniques** that you used to advertise. This means that you need an explanation for **each** technique.

4. **The rubric for this project must be turned in with the finished product.**

-------------------------------------------------------------------------------------------------------------

40 points Name\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Pd. \_\_\_\_\_\_

\_\_\_\_\_\_\_\_ (2.5 pts) Student has come up with an original product to advertise which is

is clearly visible in a video on flipgrid.

\_\_\_\_\_\_\_\_ (10 pts) Student has used/included two propaganda techniques in the

advertisement.

\_\_\_\_\_\_\_\_ (15 pts) Student has included a well-developed explanation for each of

the techniques used in his/her project which is **typed on a separate page**.

\_\_\_\_\_\_\_\_ (5 pts) Student has included an explanation of target audience and

product purpose.

\_\_\_\_\_\_\_\_ (5 pts) Student’s work is creative, original and neat.

\_\_\_\_\_\_\_\_ (2.5) Student’s writing/filming is organized, error free, and meets time requirement.