

## PROPAGANDA PROJECT

**INSTRUCTIONS:** You will design an advertisement for one of the short stories, poems, or plays that we have read in English I. Your advertisement should be **one** of the following: a poster, a book jacket, or a jingle. In your advertisement, you will employ at least **two** of the propaganda techniques we have learned about. You will need to work on this project both inside and outside of class. This project will count as a test grade.

**MOVIE POSTER:** You will design a movie poster that captures a viewer's attention and makes him want to watch the movie you are advertising through the clear use of at least two propaganda techniques. You should use a full 22" x 28" poster board and make it colorful, neat, and creative. The poster should display your movie's major character(s) and/or plot point(s), as well as the title and a list of the film's stars.

1. Uses at least two propaganda techniques.....35 pts
2. Colorful, neat, and creative, full poster board.....20 pts
3. Displays major character(s) and/or plot point(s).....25 pts
4. Includes film title and list of film stars.....20 pts

**BOOK JACKET:** You will design a book jacket that includes a front cover, back cover, spine, and two flaps. In addition, you should utilize at least two different propaganda techniques. The front cover of your book jacket should include the title and author, a catchy slogan, and a visual (student created) which relates to your chosen work of literature.

1. Uses at least two propaganda techniques.....20 pts
2. Front cover includes the title and author .....20 pts
3. Back cover has four critical reviews and a visual.....10 pts
4. Spine has symbol representing text, author, title, and publisher .....10 pts
5. Front Flap includes a summary, two paragraphs, five sentences each .....15 pts
6. Back Flap has brief author bio, two paragraphs, five sentences each .....15 pts
7. Appearance is colorful, creative, and neat.....10 pts

**JINGLE:** You will write a jingle, which is a catchy melody that captures a listener's attention and makes him want to read the story you are advertising through the clear use of two propaganda techniques. Your jingle should be at least one page in length, highlight the story's major character(s) and/or plot point(s), as well as include the title and a list of the characters. This assignment must be typed.

1. Uses at least two propaganda techniques.....35 pts
2. Minimum of 1 page, typed.....20 pts
3. Highlights major character(s) and/or plot point(s).....25 pts
4. Includes film title and list of film stars.....20 pts

You will have three days to work on this project in class, so make sure you use your time wisely both inside and outside of the classroom.

**Due Date: March 28th!**