

# Option 1: Create an advert or a radio commercial

- design an advertising poster for a familiar product (e.g. oatmeal porridge/vacuum cleaner/school backpack) using one of the following emotions
  - horror/nostalgia/romance/facts/irony/patrioticThe idea is to advertise the product in an unusual and fresh way.
- **If you choose a poster:**
  - think about pictures, fonts and colours, but put your main focus on the language. Write a frightening/nostalgic/romantic etc. description of your product and a slogan for your campaign.
- **If you choose a radio commercial:**
  - write a frightening, nostalgic, romantic, scientific etc. script for your commercial and record it with your phone. Upload the commercial on the Pedanet return folder.

# Option 2: Analyse an advert or a commercial

- EITHER: choose an ad or a commercial you find funny / annoying / shocking  
OR: choose two different kinds of ads for the same type of product and compare them
- Analyse it/them thinking about:
  - its/their target group
  - its/their music
  - its/their use of text / language, slogans
  - use of celebrities?
  - its/their truthfulness
  - its/their use of colour and other visual effects

