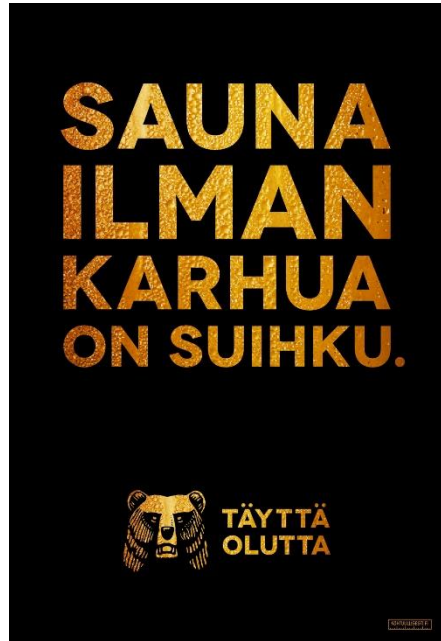


Option 1: Analyse an advert or a commercial

- 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



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/Kuusankosken lukio) using one of the following **emotions**
 - horror/nostalgia/romance/facts/irony/patriotismThe 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. Don't forget the slogan! Upload the commercial on the Pedanet return folder.