

Jump In

1. a) Find an example of an advertisement in a magazine or newspaper that you like. Cut out the ad or photocopy it and attach it to your notebook.
b) Answer the following questions in your notebook underneath or beside the ad:
 - i) What product is the ad selling?
 - ii) According to the ad, why should you buy the product?
 - iii) Is the message conveyed in words or images, or both? Explain.
 - iv) What does the ad tell you about the product? What else about the ad makes this product appealing?
 - v) Would you buy this product? Why?
 - vi) If you could give the creator of this ad advice, what would you tell him or her?
2. Now you're going to sell self-advocacy! Create an advertisement for the print media (e.g., a magazine, newspaper, or billboard) to sell self-advocacy. Your ad should be 15 cm × 20 cm, and it must
 - convince consumers that they need self-advocacy
 - explain how self-advocacy will help make their life better.

Tip: Review the questions and answers from activity 1b), above, to help you create a good advertisement.

