

## Advertisement

### Topic: Recycling

#### What You Need To Do:

Design an advertisement aimed at getting people to recycle more. Consider the type of media you will use. Newspaper? Magazine? Radio? TV? Billboard? Internet? You will need to do a lot of research before you are ready to begin. Listen to the radio, check out newspaper ads, and even watch the ads on TV. You may wish to fill out the following table to help you get started.

Selected Medium	Target Audience	Time of day played (if appropriate)
Pictures	Colour	Language/ 'Vibe' of language.
Other relevant information		

#### Extension/Alternatives

- Write a jingle to help people to remember to recycle.
- Show your ads to other classes and even parents.
- Conduct a 'before and after' survey (check out the survey activity) to discover the extent to which people change their behaviour in regards to recycling following your advertising campaign.



**Curriculum Links:**

**English:** Reading, Writing, Viewing

**Society and Environment:** Investigation, Communication and Participation, Resources

**Science:** Life and Living, Earth and Beyond

**Technology and Enterprise:** Information, Technology Skills

**Values**

- 5. Environmental Responsibility
  - Conservation of the environment:
  - Sustainable development: