

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

- 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 & 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: