

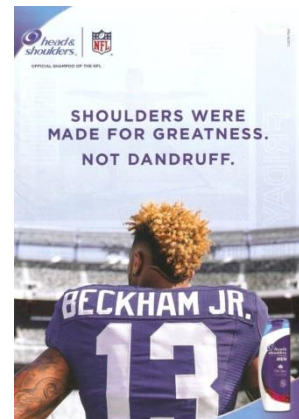
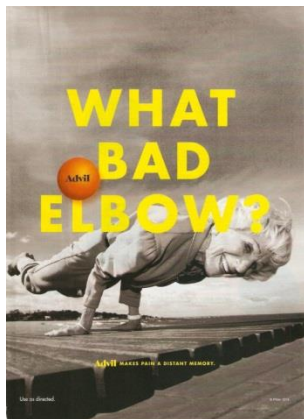
# Communication Skills

## Individual Research: Make an Ad

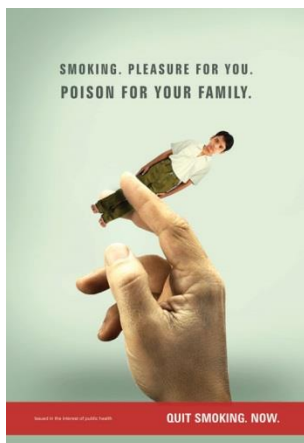
You can work on this project alone or with a partner.

Advertising is everywhere in our lives. It might be someone on Instagram promoting a new product, a billboard you see on your way to school, or even what's printed on your coffee cup. Some ads are designed to get us to buy a product, while other ads are designed to change our behavior.

Some examples of product ads:



Some examples of ads to change behaviors:



Working alone or with a partner, make an ad for an everyday item in your home or classroom. Think about what makes the item interesting or would make someone want to have it. Make another ad that's designed to get the people in your program to do something. (Examples: Be nice to people, Do your homework, Pick up your trash.)