

Choice Projects

Inquiry

This is your opportunity to inquire deeply into an issue related to globalization and clothing manufacturing.

Some possible ideas:

- solving a problem that exists in our community or world
- critiquing companies and their manufacturing processes
- investigating foreign policy and its implications
- exploring advertising campaigns and the truths behind the companies

You will present your findings to the class.

Awareness Campaign

We are exposed to ads and persuasive messages in our day to day lives. These ads and social media messages are effective in making us think about products, self, and images being promoted/demoted.

You will create an original public service announcement about the impact of our consumer choices, especially our choices about the clothes we buy.

- Address environmental or ethical issues
- Be original and creative
- Be persuasive

You will present your advertising public service announcement to the class.

Use the “Persuasive Techniques in Advertising” as a guide for ideas when creating your awareness campaign.

The persuasive strategies used by advertisers who want you to buy their product can be divided into three categories: **pathos**, **logos**, and **ethos**.

Pathos: an appeal to emotion.

An advertisement using **pathos** will attempt to evoke an emotional response in the consumer. Sometimes, it is a positive emotion such as happiness: *an*



*image of people enjoying themselves while drinking Pepsi. Other times, advertisers will use negative emotions such as pain: a person having back problems after buying the “wrong” mattress. **Pathos** can also include emotions such as fear and guilt: images of a starving child persuade you to send money.*

Logos: an appeal to logic or reason.

An advertisement using **logos** will give you the evidence and statistics you need to fully understand what the product does. The **logos** of an advertisement will be the "straight facts" about the product: *One glass of Florida orange juice contains 75% of your daily Vitamin C needs.*

Ethos: an appeal to credibility or character.

An advertisement using **ethos** will try to convince you that the company is more reliable, honest, and credible; therefore, you should buy its product.

Ethos often involves statistics from reliable experts, such as *nine out of ten dentists agree that Crest is the better than any other brand.* Often, a celebrity endorses a product to lend it more credibility: *Catherine Zeta-Jones makes us want to switch to T-Mobile.*

Policy Proposal

This project involves research into organizations that have the goal of ending child labor around the world. You will present your policy proposal for ending child labour in a persuasive speech that calls for government action.