

Social Issue Advertisement – Info Sheet

For this project, you will be asked to create a persuasive advertisement, aimed at convincing the class to support your position on the contentious social issue you have chosen to research. Now is the time to pick a side and argue for it, using the research you have done to help you come up with a convincing argument.

Your ad can take on a variety of forms. You could make a video, a slideshow, draw a cartoon, create a poster, or whatever you feel could be used to present your argument. Whatever you choose, you will present your ad to the class, and try to convince us of your position.

Your ad will need to include the following information:

- 1. Introduce the topic:** Let us know what the issue you will be discussing is, and provide us with some information about the debate.
- 2. State your position:** Make a clear assertion of your position in this argument. What do you believe is the answer, and what should be done?
- 3. Provide 2 arguments for your position:** Here is where it's time to convince the class. Provide a minimum of two arguments that support your position, and that you think would help convince people that you are right.
- 4. Provide one counter argument to your opposition:** A good argument anticipates what the other side would say, and argues against that. Choose one argument that your opposition would make, and explain why it's wrong, or not convincing.
- 5. Use 1 piece of statistical data to back up your argument or refute your opponents:** The best arguments have research to back them up. Find at least one fact (that involves verifiable numbers) that would either help your argument, or disprove your opponent's. Make sure to include the reference for your data.
- 6. Inform us how we can help support your position:** It's an important closer to your argument that you inform us of how we can help to do more. Provide information on at least one way your audience can get involved to help support your position.

Your information doesn't need to appear as a list of these 6 points. In fact, the best ads will mix all of the information in organically, covering the topics as part of the presentation. Just be sure that however you decide to present, you include all these points!

**PROJECTS ARE DUE ON NOVEMBER 6TH
PRESENTATIONS WILL TAKE PLACE NOVEMBER 6TH & 9TH**

Use this page to help you organize your arguments

Introduce the topic: _____

State your position: _____

Provide 2 arguments for your position:

1) _____

2) _____

Provide one counter argument to your opposition: _____

Use 1 piece of statistical data to back up your argument or refute your opponents: _____

Source for statistic: _____

Inform us how we can help support your position _____

