

**Project title: Advertising – What can be done about global warning**

**Main topic(s)**

Living in a globalised world

Global warming - solutions

Production of an advertisement

**Subjects included**

English, other possible subjects Economics, Politics, Geography

**Duration**

3 double lessons (270 minutes)

**Group of students** (age, level, …)

Grade 11/12 – 15/16 years old – B2/C1

**Main goal(s) and objectives**

Having studied the phenomenon of global warming (its causes and its consequences) and the strategies of advertising students

* know about solutions to global warming on a personal level (What you can do …),
* are able to do research on the internet, decide which information is necessary to carry out the task and process the information,
* are able to weigh the various possibilities of helping stop global warming and think about the one(s) their team considers most efficient,
* know how to create an advertisement to appeal to the public to help stop global warming,
* know how to present their advertisement to their classmates,
* are able to organise their team work according to the set task,
* are able to evaluate their and the other teams’ project results.

**Activities**

1. The phenomenon of global warming is studied with the help of different documents (e.g. newspaper articles, statistics, visuals).
2. The strategies of advertising – the AIDA formula – are studied and applied to an advertisement referring to the topic.
3. In teams students brainstorm their ideas about measures which could be taken to stop global warming and draw a mind map e.g. with the app “Simplemind”.
4. They do research on the internet to find more ideas.
5. They agree the solutions they want to present in their advertisement.
6. They agree on the way they want to present their solutions in form of an advertisement adhering to the AIDA formula.
7. They produce the advertisement (texts and visuals).
8. The advertisements are presented to the class and evaluated as to their level of persuasivensess.
9. Students evaluate their own project work.

**Resources**

Mobile devices, the internet

**Project product(s)**

Advertisements on solutions to global warming

**General tips**

Before asking the students to create their own advertisements give them a model and analyse it as to the AIDA formula.