**Year 11 Unit Two**

**Outcome One Exercise 3**

**Social Awareness Advertisement**

Advertising is one of the most pervasive and all-encompassing forms of communication in the modern world. Newspapers, magazines, television, radio and the Internet all convey advertising messages to consumers. While businesses primarily use advertising to deliver information on their products and services, advertising methods also raise awareness of social issues. Powerful images, resonant music and well-worded text can evoke feelings in viewers to promote societal changes.

Create a social awareness advertising campaign  based on one of the following

The environment

Anti Smoking

Safe Work practice

Cyber Bullying

School Bullying

Mental Health

Anti Drug awareness

**Option A**   Write and produce   a 30- 60 second  Social Awareness television advertisement that raises awareness and encourages action:

This can either be a group production (2-3 students) or an individual production

Ref manganmedia.com year 11

**Option B** : Create   2   A3   Visual  Social Awareness Advertisements

This task can be completed in pairs or individually or i

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