

## Communication Project – New Media 11

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Students of NEW MEDIA 11

For your target audience, develop an advertising campaign that promotes *Aboriginal Reconciliation in Canada*, painting it in a positive light, in an effort to sway anyone who might feel that reconciliation is not necessary. Remember to include important facts that will help your audience understand the importance of reconciliation. Your ad campaign should be informative and research-based. Include your list of resources at the end of your project. This bibliography should be in MLA format.

Your ad campaign should consist of TWO of these three options:

- **Social Media posts** (at least three). You may choose to create three different posts for one social media platform (Twitter, for example). Or you may choose to spread your posts across multiple platforms (Twitter, Facebook, and Youtube, for example). You do not need to create an account with a social media platform to accomplish this task. Do your best to make your content appear authentic - it should look and feel like the real thing.

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[Social Media Templates](#)

- **Print Advertisement.** This will be a poster, a flyer, a pamphlet or other digital medium. Whatever you choose, aim for professional quality. For this digital creation, be sure that the dimensions of your work canvas match the standard dimensions of your chosen medium.

- **Voice Advertisement.** This will be similar to commercials that you might hear on the radio or when streaming music online. Listen to a few radio ads so that you can try to create a similar sounding ad of your own. Do your best to record your voice in a quiet place so that your finished product sounds very professional. It should be 30-60 seconds. Your final product should be in .mp3 or .wav format.

ASSESSMENT (24/24):

**Learning Target(s):** Exemplary (6/6): Final product demonstrates a rich understanding of diversity within and across First Peoples societies, as well as the diverse perspectives of modern Canadians. This understanding results from thorough research and close analysis of text which is presented in a bibliography with accurate MLA formatting. Ideas are communicated clearly and respectfully, acknowledging the sensitivity of the given topic, in order to build a shared understanding.

**Ideas/Content:** Exemplary (6/6): Exemplary comprehension of project expectations. Final product represents all elements of the task. Exemplary development and presentation of ideas. Content is clear, concise and true. Accomplishes the purpose with originality, individuality, maturity, and sophistication.

**Reflection and Insight:** Exemplary (6/6): Complex connections and original ideas are included in a thoughtful response that includes specific examples of the student's learning process and growth, which has been the result of informed, fact-based, data-driven research.

**Conventions/Sentence Fluency:** Exemplary (6/6): Sentence structure and vocabulary are varied, skillfully written (or spoken), and carefully chosen. Final product shows maturity in vocabulary, structure, and organization. Reflection on the quality of writing is evident, resulting in few or no errors.