

GLOBAL WARMING ADVERTISEMENT

Goal: Pretend your group was hired by the government to create a billboard as an advertisement explaining global warming and how to fix it.

Directions: Work in groups of 3-4 to create a poster explaining global warming, how to fix it, alternative energy sources, and convince people to take action.

1. **Read** the information provided to you: Global Warming Fast Facts, Top 50 Things to do to Stop Global Warming, Advertising Strategies.
2. On a blank sheet of notebook paper, **PLAN OUT YOUR ADVERTISEMENT**. You may NOT get construction/poster paper until the teacher has approved your plan!
3. Your poster should have 5 sections:
 - a. **What is it?:** What is global warming? How do we know it is happening (at least 3 pieces of EVIDENCE!)?
 - b. **Causes:** What causes global warming? How do we know it is not due to natural causes (at least 2 pieces of evidence)?
 - c. **Consequences:** What will happen if it continues? When will it happen? Who will it affect? (Give at least 3 examples.)
 - d. **What you can do:** Things you can do to help stop global warming (at least 5 things).
 - e. **Alternative Fuel:** Alternative fuel sources we should use and why. Each group will be assigned 2 types to work on. Be sure to explain the costs and benefits of each.
4. Your poster must use at least 2 advertising strategies. **TIP:** In this case, the “product” you are trying to sell is information—you want people to believe global warming is a real problem.
5. Your poster must be colorful and creative. You’re trying to get people to read it...no one wants to read things that look boring! You will present your project to the class on Friday.
6. Typing your advertisement will be worth +10 extra credit points!

Rubric:

Category	Description	Points Possible	Points Earned
What is it?	• Explained what global warming is and gave at least 3 pieces of evidence to support it.	20	
Causes	• Explained the cause of global warming and gave at least 2 pieces of evidence that show it is not due to natural causes.	20	
Consequences	• Gave at least 3 examples of what will happen if global warming continues.	10	
What you can do	• Gave at least 5 things you can do to help stop global warming.	10	
Alternative Fuel	• Clearly explained 2 alternative fuel sources and listed their costs and benefits.	20	
Advertising Strategies	• Used at least 2 advertising strategies to convince people that global warming is real and should be stopped.	10	
Creativity	• Poster was colorful and creative—designed to catch the eye of the reader.	10	
Extra Credit	• Typed (+10)	+10	
Total:		100 (+10)	