

CPA: Economics

Dopman

Satirizing Advertising

Satire - the use of irony, sarcasm, ridicule, or the like, in exposing, denouncing, or deriding vice, folly, etc.

As we have discussed in class, the marketing, publicity, and advertising of goods and services saturates our culture. So much so, many of us don't even think about these images anymore; we just accept the world as it is without critical analysis.

Project Goal: to create a satirical "anti" advertisement that uses humor and sarcasm to get the viewer to *think* about the advertising "clutter" in our culture.

PART I – Pick a Medium

Chose one medium below:

A. 30 second video

- Must have an obvious beginning and end, proper lighting, proper audio and professionally edited.

B. 30 second computer presentation: PowerPoint, Macromedia, OTHER?

- Must have an obvious beginning and end, be smoothly produced, and free of technological errors.

C. Poster/ "Billboard"

- Must be in full color, uncluttered, at least 20 inches by 30 inches, and put together NEATLY.

PART II – Work by yourself or find ONE other partner?

- ❖ You are more than welcome to work with one other person. HOWEVER, your combined work MUST be worth two people's energy.

PART III – Brainstorm incorporating ideas from "The Persuaders"

- "Lovemarks"
- Brand identity
- Market research
- Product placement
- Endorsements
- Advertising strategies
- The merging of content and advertising
- The ignorance of the consumer
- The role of psychology in advertising
- The impact of the 30 second commercial
- American debt and credit cards
- Consumerism
- Emotion vs. intellect
- Buying in order to "belong" to a community
- Use of demographic information
- Need vs. want
- An "informed citizenry" in a democracy
- Politics and marketing
- Critical thinking and analysis

Satirizing Advertising

Project Goal: *Using humor and sarcasm, your final project forces the viewer to realize how advertising saturates our society, how consumerism is unsustainable, and/or how materialism is empty and meaningless.*

YES / NO

Video

Criteria	Points Possible	Points Earned
<input type="checkbox"/> Project Goal Met	50	
<input type="checkbox"/> Plot line – video has a proper beginning, middle and end.	20	
<input type="checkbox"/> Lighting – video has proper lighting; images and actors are easy to see.	10	
<input type="checkbox"/> Audio – video has clear audio with no distracting sounds.	10	
<input type="checkbox"/> Sarcasm/Humor – video uses these devices to get view to think about project goal.	10	
“ABOVE AND BEYOND” POINTS	???	
TOTAL POINTS:	100	

Computer Presentation

Criteria	Points Possible	Points Earned
<input type="checkbox"/> Project Goal Met	50	
<input type="checkbox"/> Plot line – Presentation has a proper beginning, middle and end.	20	
<input type="checkbox"/> Images/Words – Presentation’s message is clear, uncluttered, and presentable.	10	
<input type="checkbox"/> Flow – Presentation is smooth in transitions without technical glitches.	10	
<input type="checkbox"/> Sarcasm/Humor – video uses these devices to get view to think about project goal.	10	
“ABOVE AND BEYOND” POINTS	???	
TOTAL POINTS:	100	

Poster Billboard

Criteria	Points Possible	Points Earned
<input type="checkbox"/> Project Goal Met	50	
<input type="checkbox"/> Medium – poster is at least 20 x 30 inches on high quality poster board.	20	
<input type="checkbox"/> Color – poster is in vivid color, with clean lines.	10	
<input type="checkbox"/> Images – poster has little negative space, while remaining uncluttered and neat in appearance.	10	
<input type="checkbox"/> Sarcasm/Humor – video uses these devices to get view to think about project goal.	10	
“ABOVE AND BEYOND” POINTS	???	
TOTAL POINTS:	100	