Presenter(s)

**Advertising Supply-Side and Demand-side Economics**

**Scenario:** You work for a think tank in Washington D.C. Your think tank promotes certain types of economic policies. You have been asked to create a commercial to promote a particular economic policy.

Your group is creating a commercial for a: (circle one)

Supply-Side policy Demand-Side Policy

**Researching and Discussing:** Re-read the lesson on your economic theory. Then, answer the following question. What is the main idea of your economic theory? What evidence can you use to promote your policy?

**Creating:** Now it is time to design the commercial.

**1.** Determine what the focus of your commercial will be. What particular policy are you highlighting? What aspects of the policy do you want to highlight?

**2.** Write your script for your commercial. Make sure your script includes:

* What will each person in the commercial say, including the narrator?
* What will each member of the group do during the commercial?
* Do you need any props including props to establish the setting?
* Do you explain why the government should follow this particular economic policy?

**Presenting** Last, produce your commercial. Assign roles to different members of your group. You may choose to record your commercial or simply to present it to the rest of the class. Before recording or presenting, be sure to rehearse your commercial.

|  |  |  |  |
| --- | --- | --- | --- |
|  | **3** | **2** | **1** |
| **Creativity** | The commercial is | The commercial is | The commercial |
| **and presentation** | creative and  effectively written and is presented well. | somewhat creative  and effective and/or the presentation is | shows little  creativity or effectiveness and/or |
|  |  | adequate. | is not well |
|  |  |  | presented. |
| **Need for** | The commercial clearly | The commercial | The commercial |
| **Your Economic policy** | explains the need for  the policy presented with evidence. | somewhat explains  the need for the policy with minimal evidence presented. | does not adequately  explain the need for your policy and has no evidence. |
|  |  |  |  |
|  |  |  |  |
| **Visual aids** | The commercial makes | The commercial | The commercial |
| **(props)** | good use of visual aids  or props. | includes visual aids  or props, but they do | does not include any  visual aids or props. |
|  |  | not significantly |  |
|  |  | contribute to the |  |
|  |  | commercial and/or |  |
|  |  | they are not well |  |
|  |  | done. |  |
| **Enunciation/** | Presenters’ | Presenters’ | Presenters’ |
| **diction** | enunciation/diction is  excellent. | enunciation/  diction is average. | enunciation/  diction is below |
|  |  |  | average. |
| **Within time** | The commercial is | The commercial is | The commercial is |
| **frame (2- 3minutes)** | presented within the  time frame. | presented slightly  outside the time frame. | presented  significantly outside the time frame. |

Total Points: \_

Comments: