***Brave New World* Advertising/ Propaganda Project**

So far in the book *Brave New World*, we have been reading about and discussing how the World State functions as a society. We have also begun examining the effects of consumerism on the characters and the setting. Your next task will be to synthesize your knowledge of this setting, as well as your knowledge of rhetoric and media, into a visual depiction of the themes of this book.

You have two options for this project:

**Option 1: Create a print advertisement for *soma,* the drug taken by the characters in *Brave New World*.**

**OR**

**Option 2: Create a print propaganda flyer for the World State.**

Whichever project you choose, it should contain the following required elements:

* It must be in color.
* It must be at least the size of a piece of computer paper.
* It must include copy (text) that describes the product and/or uses a slogan to persuade the consumer.
* It must reflect the use of rhetorical devices (ethos, pathos, logos)
* It must be factually accurate based on what we’ve read of the book so far.
* IT MUST BE HANDED IN AS A HARD COPY! NO ELECTRONIC SUBMISSIONS!

You may do this using Photoshop or another computer program, or you may hand draw it. However, remember that it must be printed in color!!

Due date\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_