

PRINCE AMONG SLAVES

ADVERTISING CAMPAIGN PLANNER



UPF

UNITY PRODUCTIONS FOUNDATION

THERE ARE MANY MISCONCEPTIONS ABOUT MUSLIMS IN THE WORLD TODAY.

Your task is to create an advertising campaign to break down stereotypes about Muslims.
Choose one of the following areas to focus on:

- What do Muslims believe?
- What is life like for Muslim women in today's society?

WHAT MIGHT YOUR AD CAMPAIGN INCLUDE?

Advertising campaigns use a wide variety of ways to capture people's attention and get a message across. These include posters, banners, websites, articles, music, dramatic skits, public service announcements, and television commercials.

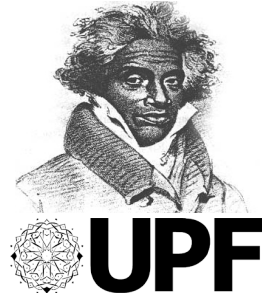
WHO IS YOUR AUDIENCE?

Your audience can be elementary school students, middle school students, high school students, college students, adults, senior citizens or a group of your choice. Focus on choosing a group to whom your message will be most helpful.

STEP ONE: RESEARCH

The first step is to research information. Choose a question to focus on, and use the resources listed below to find information to help you plan your campaign

If you choose Question One, "What do Muslims believe?" use the websites listed below to find information that you can use in your campaign.



-The Islam Project

http://www.islamproject.org/education/es_islam_overview.htm

-Islam for Today

<http://www.islamfortoday.com/beliefs01.htm>

-PBS Islam: Empire of Faith

<http://www.pbs.org/empires/islam/faithgod.html>

http://www.pbs.org/empires/islam_profilesmuhammed.html

-PBS Frontline

<http://www.pbs.org/wgbh/pages/frontline/teach/muslims/beliefs.html>

-Council on Islamic Education

http://www.cie.org/ItemDetail.aspx?id=N&m_id=52&item_id=248&cat_id=104

If you choose Question Two, "What is life like for Muslim women in today's society?" use the websites listed below to find information that you can use in your campaign.

-Islamic.org

http://www.themodernreligion.com/women/w_rights_summary.htm

-Islam for Today

<http://www.islamfortoday.com/shamima1.htm>

-Frontline

<http://www.pbs.org/wgbh/pages/frontline/teach/muslims/beliefs.html>

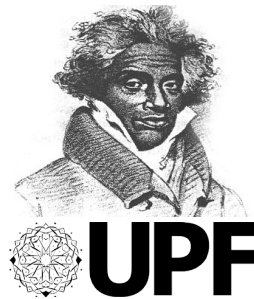
(Scroll to Roles of Women in Islam)

-University of Southern California Compendium of Muslim Texts

<http://www.usc.edu/dept/MSA/humanrelations/womeninislam/whatishijab.html>

STEP TWO: BRAINSTORMING

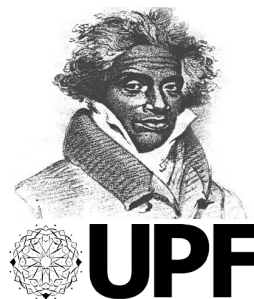
The second step is to brainstorm ideas. When you brainstorm it is important to generate as many potential ideas for your campaign as you can. Be creative, do not judge other's ideas, and do not discard any ideas. Make sure you think about the different audiences you might want to target with your advertising campaign.



You must brainstorm a minimum of ten ideas. Write your list of ideas in the space below.

STEP THREE: ANALYSIS

The third step is to analyze the information you've gathered. Think about what you've learned and the ideas you've brainstormed for your campaign. As a group, discuss, examine, synthesize, and summarize the information. Then choose what you think is the most important message you want to convey in your advertising campaign.

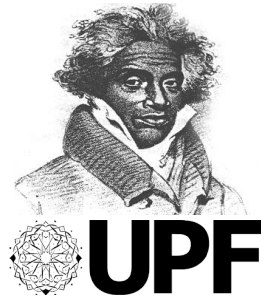


Write the name of your advertising campaign and your main message in the space below.

Who is the target audience for your campaign?

STEP FOUR: CREATING THE CAMPAIGN

The fourth step is to create the campaign. Think about different advertising campaigns that had an impact on you. What did you like about them? How did they get your attention? How did they create an impact? How did they change your thoughts and opinions? Use this information as you create your campaign to help people challenge misconceptions about Muslims in the world today.



You can create posters, banners, a website, an article, a piece of music, a public service announcement, a children's book, a dramatic skit, a television commercial or any other idea that you think will best convey your message.

Consider these questions:

- Who is your audience?
- What is the best way to reach them?
- How will you get your message across most effectively?

Use the space below to write a description of your advertising campaign.

STEP FIVE: PRESENTING YOUR CAMPAIGN

The final step is to present your advertising campaign to your classmates.

