

PROJECT: THE CITIZEN AND HIS GOVERNMENT

Is a picture really worth a thousand words? When is a speech more effective than a written article? When is a brochure more powerful than a research paper? Why has visual media become so entrenched in our culture? Research shows that visually presented information is far more powerful than sound or text alone. And, the combination of images, text, and tactile media, via brochures or pamphlets, is still the most effective method for persuading an audience to become more involved with a product or group.

For today's project, you will be creating a pamphlet to encourage people in your neighborhood to become more involved in the community. The images and graphics you use will have a profound impact on the effectiveness of your message. So, your communication needs to be quick and meaningful. Your images must be captivating, while your message both persuades and informs your audience towards taking the next step in becoming more involved.

Section 1:

Research community programs in your town and List them in the box:

- Find one program or grant offered through your local city government.
- List two concerns of your local school district.
- List one local group that is attempting to raise money for their cause.
- List one upcoming event being celebrated in your town.

Section 2:

Answer the question in Odysseyware.

Section 3:

Create a flyer/brochure for one of the community programs you found in Section 1. Use research, graphics, and images to create a brochure to persuade and inform a neighbor. Develop the topic thoroughly by answering the following questions:

- Who would they be helping?
- What is the service?
- When does the organization need help?
- Where is the organization located?
- Why should your neighbors help that particular cause?
- How can your neighbors contact those in charge in order to sign up?