



Wrap Up Your Task

For your task, you need to think of a product or brand that will help you answer the question:

To what extent does marketing affect consumer behaviour?

Summarize Your Ideas

Review the examples of products and brands you collected and analyzed, using the organizer from page 241. Choose one product from your examples. Think about how marketing for that product affects consumer behaviour.

Research advertising and promotional campaigns for the product, and think about the techniques they use. How do they try to engage consumers? How successful are they? How might choosing this product affect a consumer's quality of life?

Try finishing each of these sentences to identify the points you want to make:

- The product I have selected is... because...
- The marketing techniques used by advertisers to sell the product are...
- Some examples showing the relationship between advertising and the choices of the consumer about this product are...
- Consumer decision making with this product affects quality of life in these ways...
- As consumers, we can take action to improve our quality of life by...

How can you use different technologies to communicate your message?

Choose a Format

Decide which format you will use for your media message. Use the techniques you practised in Analyzing Media Messages on page 247 to help you create your own effective media message.

TIPS FOR CREATING EFFECTIVE MEDIA MESSAGES

- ✓ Your message should be concise in communicating the main idea.
- ✓ Consider what you learned about writing for different audiences and purposes.
- ✓ Use friendly language that relates to real-life situations.
- ✓ Include examples and evidence to illustrate your information.
- ✓ Explain why your message is important and how it relates to citizenship, identity and quality of life.

