Ling 70

Term project Overview

The goal of the term project is to design a public awareness campaign spot about an issue pertaining to language and language use in the United States. The format of the proposed spot can be in any medium: a video or radio commercial, a website, a poster, or a pamphlet. You will work in groups of two or three people.

You will not be required to create the actual product (see below). However, when your group presents your proposal, you will need to demonstrate that the proposal is a feasible one.

The challenge lies in balancing the complexity of the issue you choose to address within the limited time and/or space your final format will have. The campaign spot needs to meet the expectations of a good commercial or other kind of advertisement (i.e., brief but memorable). These formats have to be able to project their message very efficiently.

The message you choose to portray is your choice, but must pertain to language usage. The particular position you take on the issue is also your choice.

Format:

You will not be required to create the actual final product (though you are welcome to), but you will need to produce a preliminary version of it.

For example, if you choose to develop a video or radio commercial, you do not actually need to produce it, but you do need to create a storyboard. A storyboard is a detailed script that includes the actual narrative to be used in the item, as well as lots of details about the production. These details include a description of the kinds of voices or actors needed, the visual images (backgrounds, sets, camera angles), other sound effects, background music, and text displays. You will also need to show, during your presentation, that the commercial can fit within 30 seconds.

If you choose to develop a webpage, you do not actually need to post it on the internet. You should, however, create the html file(s) and hand it in along with images and other files that are needed for the page.

If you choose to develop a poster, you do not need to print it up full-size on a large-scale printer, but you do need to print a size-reduced version on standard 8.5 × 11 paper. (For your presentation it may be helpful to print up a full-size black-and-white draft).

The proposal will be accompanied by a paper (7 page minimum) written by your group. See the term paper guidelines for more info. The paper will provide an overview/description of the proposal, including a clear indication of what the intended message is, and what the more complex issue at hand is. It will also show how the message is simplified for the particular format, and explain why your group chose to reduce the complex issue in the way that you did. The paper must relate your message to the themes of the course.