Silk Advertisement for the Silk Road

1. Research the benefits of silk.

Find AT LEAST 5. (or, to use a vocabulary word – find a minimum of 5 benefits)

PLEASE USE THE FOLLOWING SITES ONLY:

[**British Museum** - The **Silk** Road](https://www.britishmuseum.org/explore/themes/trade/the_silk_road.aspx)

https://www.britishmuseum.org/explore/themes/trade/the\_silk\_road.aspxOne of the most important international trade links ever to have existed was the long-distance land route between the Middle East and **China**, known as the **Silk** ..

[Kids History: The Legend of **Silk** in Ancient China - **Ducksters**](http://www.ducksters.com/history/china/legend_of_silk.php)

http://www.ducksters.com/history/china/legend\_of\_silk.phpKids learn about the legend of **silk** in Ancient Chinese history. How **silk** is made and the story behind who invented the cloth from a silkworm cocoon.

[Ancient China for Kids: The **Silk** Road - **Ducksters**](http://www.ducksters.com/history/china/silk_road.php)

http://www.ducksters.com/history/china/silk\_road.phpHistory >> Ancient China The **Silk** Road was a trade route that went from China to Eastern Europe. It went along the northern borders of China, India, and Persia ...

[The **Silk** Road - Ancient China for Kids - **Mr**. **Donn's** China](http://china.mrdonn.org/silkroad.html)

http://china.mrdonn.org/silkroad.htmlThe **Silk** Road was a nickname for any route that any trader took from China to Rome. For a very long time, the ancient Romans did not know who was making ...

[What was the **Silk** Road? - Ask **Mr**. **Donn**](http://ask.mrdonn.org/china/53.html)

http://ask.mrdonn.org/china/53.htmlQuestion: What was the **Silk** Road? Answer: Show Answer. The production of **silk** was unique to the ancient Chinese. Through trade, pieces of this wonderful ...

WHAT ELSE, BESIDES CLOTHING, HAS SILK BEEN USED FOR? (LIST AT LEAST 2)

1. Write down your sources.
2. Imagine you are an advertising executive who is magically transported back in time. Create an ad announcing a new store dealing in silk clothing for the nobility. Your ad should be done on a 14x22 white poster board (available at Target, Rite Aid etc.) It should be colorful, effortful, and neat in presentation.
3. Be sure to include:

* AT LEAST 3 bullet points describing the benefits of silk.
* A catchy name for the store.
* A graphic image – a colorful drawing or picture – at least 1.
* The location of the store
* An ad slogan for your silk products

A NOTE ON ADVERTISING WRITING: Ads are examples of persuasive writing. USE some of the tips (or strategies) listed below to help you create a powerful and persuasive ad.

Persuasive writing strategies and techniques that are used in commercials. Some of these strategies are:

* **Bandwagon**: suggesting that everyone else is buying it, so you should, too
* **Testimonial**: having an expert or famous person persuading the audience
* **Repetition**: repeating an idea over and over again
* **Bargain or Free**: suggesting the consumer can get something for nothing or almost nothing
* **Reasoning**: explaining why the product is a good idea/beneficial to them
* **Criticizing the Opposition**: explaining why one product is better than another
* **Slogan:** creating a catchy phrase to help the consumer remember the product
* **Personal Pronouns**: talking directly to the audience/consumer (we, us, you)