Value of Literature Advertising Campaign Competition

|  |
| --- |
| **Group presentation will be scored using a scale from 1 to 4. The highest score wins.** |

Campaign for Literature (Faber)

* Understanding of character’s attitude towards literature. \_\_\_\_
* Amount of varied information/quotes from the novel that is used \_\_\_\_
* Requirements included. \_\_\_\_
* Creativity and quality of materials created. \_\_\_\_
* Variety and amount of advertising included. \_\_\_\_
* Enthusiasm and organization of campaign presentation. \_\_\_\_
* Participation of all group members. \_\_\_\_

**Total** \_\_\_\_

**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

Campaign against Literature (Beatty)

* Understanding of character’s attitude towards literature. \_\_\_\_
* Amount of varied information/quotes from the novel that is used \_\_\_\_
* Requirements included. \_\_\_\_
* Creativity and quality of materials created. \_\_\_\_
* Variety and amount of advertising included. \_\_\_\_
* Enthusiasm and organization of campaign presentation. \_\_\_\_
* Participation of all group members. \_\_\_\_

**Total** \_\_\_\_