Advertising in the West Assignment

It’s the 1890s, and the Canadian government is nervous about how few people are immigrating (moving to) Canada. Without people to settle, the economy will not grow and we could be in danger of losing our land to \*GASP\* the AMERICANS. Your job is to create an advertisement aimed at people in Europe – remember, specific countries only – that will encourage people to move and STAY here in Canada, the West.

Consider:

* Push factors of the country you are advertising IN (Britain, Ukraine, etc.)
* Pull factors Of Canada’s West

|  |  |
| --- | --- |
| **Marking** | |
| Catchy and appropriate title | /5 |
| Multiple push factors included, and are appropriate to the specific country | /10 |
| Multiple pull factors included, and are appropriate to Canada’s West | /10 |
| Poster is organized, making it easy to read, follow and understand. | /10 |
| Poster is well-written with full sentences, contains no grammatical errors or spelling mistakes | /5 |
| Total | /40 |

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