

**Workshop 8: Going Global**

## Reading 1 Project: How Globalization Is Shrinking the World

# Radio Commercial

*How do you get radio listeners to watch something on TV?*

**Project:** Work with a partner. Write and present a radio commercial for an upcoming TV report on globalization.

### Procedure

1. **Generate ideas.** The purpose of your commercial is to persuade radio listeners to watch a TV news report about globalization. First, grab their attention. Then convince them that the program is worth their time. Work with your partner to brainstorm how to write your commercial.

- Before you begin writing, come up with one or two sentences that explain what globalization means and why it is an important issue. This is the background for your commercial.
- In your commercial, include facts about globalization that might be shocking or amusing.
- Think of a catchy title for the news report so the audience will remember it.
- Clearly state the basics: the time, date, and station where the report can be watched.

Write a few ideas of your own.

2. **Make decisions and write the script.** Will you have characters playing roles in the commercial? Will you use one announcer to read the information? Can you think of a different approach? Discuss these choices with your partner and make a decision. Then write the script for your commercial. You might want to include directions for music or sound effects. Read the script aloud to each other. Give feedback and make changes.

3. **Present.** Present your commercial to the class. Be as convincing as you can!