

Say the Quiet Part Out Loud!

Due: 11/14/2023

Goal: Create an HONEST radio/podcast or TV ad for a weight loss and/or type II diabetes medication.

Why: Watch [this video](#) about the absurdity of drug commercials in the US, and how they are often rather misleading. These commercials use overly positive (or completely unrelated, yet pleasant imagery/dialogue) to promote the medication. They will highlight the positives of the drugs while minimizing the negative, while also leaving out important information a potential user might need.

Format: Audio only or video commercial. You can be as creative as you like with how you do this. You can put a link to your recording in a Google Doc along with your sources.

Teamwork Statement: you can work in a group, but you must tell me before hand by filling out [THIS GOOGLE SHEET](#). Use the right tab!

Tasks:

- 1) Find a weight loss/type II diabetes medication currently on the market.
- 2) Find a commercial about said medication & take note of the following:
 - a. What the ad purports the drug can do
 - b. The noted side effects
 - c. Tone of the ad
 - d. Who is featured and how are they presented
 - e. What imagery or language is used
- 3) Find peer reviewed research on the medication
 - a. What are it's intended uses?
 - b. Who should use it? When? And Why?
 - c. What does the medication do?
 - d. How effective is the medication?
 - e. What are the side effects?
- 4) Create your own ad (TV or radio/podcast ad) that is an honest representation of what this drug is and what it actually can/does or cannot/does not do for you.
 - a. Have fun with this! Be creative...but be accurate!

Things to Turn In:

- 1) One word or Google Doc uploaded to this [FOLDER](#) that contains:
 - a. The link to your audio or visual ad
 - b. The sources you used to create your accurate ad
- 2) [Self-Reflection](#)

Audio Guidance: You can easily and freely download and use Audacity (<https://www.audacityteam.org/>) to record and edit audio. You can also reserve and use sound rooms in the Hesburgh Library if you need a quiet space for this recording. You can reserve a room here: <http://libcal.library.nd.edu/reserve/spaces/sound-studio>

Here is a helpful video on basic editing in Audacity (I promise, it is not that bad!): <https://www.youtube.com/watch?v=8ClwSNm362E>

Video Guidance: If you would like to do a video (like this: <https://www.youtube.com/watch?v=jHs5POy8-8Y>) so you can include pictures or short video clips, you can use any software you like to do this like iMovie or Spark Video (<https://remix.nd.edu/digital-story.html>). Spark video is freely available software (Remix has templates available) allows you to include pictures, short video clips, and record your own voice in order to create this informational video.

You can also record yourself speaking about the primate of your choosing using the One Button Studio (B-002 Hesburgh Library). Here, there is a computer, camera, and sound recording system set up to record yourself. You do need an SD card to download the recording once done.

General Guidance: Remix Media Corps: group of people at Remix there to help you! They have “office hours” Sunday-Thursday from 3:30pm-9:30pm in 256 Hesburgh Library. You can book a consultation with them as well: <https://remix.nd.edu/media-corps/index.html>

Here are some examples or podcasts and videos from my other courses – not the same assignment, though: <http://sites.nd.edu/cara-ocobock/primate-podcast-or-youtube-video/>