

## **Herr Sheas Advertising Company – you work for me now!**

**Topic:** Why learn German? Why study German(y)? What's cool about it? Why take German? German is X, etc.

### **IN MICROSOFT WORD**

Create a **new** document in MS Word

1. Type in 15-20 reasons to learn German
    - a. Use ideas from handout and things we've discussed
    - b. SAVE it as yourlastname\_ad - smith\_ad
    - c. SAVE to STUDENTS – GERMAN – YOUR CLASS PERIOD
  2. Use my website or think of what we've discussed in class or seen on web/video
  3. Describe many pictures and comment on them
  4. At least one pic from each main folder and/or make a huge picture collection at the end
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#### **I. Click on FORMAT**

- A. **Backgrounds** – add a color or try FILL EFFECTS. Keep it SIMPLE
- B. **Font** –at least 18 point, and simple colors and styles. Try some of the EFFECTS

#### **II. Click INSERT**

##### **A. Picture - From File (do NOT try to OPEN the files)**

- B. To find images go to the
  - a. **STUDENTS** folder
  - b. then **GERMAN**
  - c. and **AD-PICS**
  - d. Preview any photos you wish to use.
  - e. Move the files around as needed, center them, etc.

III. You may use **WORD ART** to make a title but **not** CLIP ART

IV. **TABLES** – Insert Table (try 3 rows and three columns)  
(useful for adding pictures and spacing them)

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### **RULES**

1. You will not surf the web looking for pictures. Ask me.
2. No clip art other than the clip art images I have saved for you
3. Preview as many pictures as possible
4. Try to have both good design and good information

## **Why learn German? Top Ten Reasons**

1. Germany is the world's largest exporter.
2. German is the most commonly spoken language in the EU.
3. 18% of the world's books are published in German.
4. Germany is home to numerous international corporations.
5. German is no harder to learn to speak and write than other languages.
6. German is the second-most commonly used scientific language.
7. German is the language of Goethe, Nietzsche and Kafka. Mozart, Bach, Beethoven, Freud and Einstein also spoke German.
8. Speaking and understanding German will deepen your knowledge of the culture and improve your employment opportunities.
9. Learning German provides deeper insights into a region that plays a vital role in central Europe's intellectual and economic life and in its cultural history.
10. In many regions, Germans account for the largest percentage of tourists.