After the Renaissance and Reformation, a Europe dominated by absolutism began to encounter new science and philosophy. In turn, people started to question if divine right was divine at all, and so dawned the Age of Revolutions. As science and philosophy entered an era of great discovery, these genres of study and thought literally changed the way millions looked at world.

For these discoveries to have become important, the information needed to be shared throughout the world (or, during this era, at least throughout Europe). This is where you come in. You will now design an advertisement that will spread the word about one of these great scientific discoveries or theories – you will help to change the way people think and in turn, their world.

Your advertisement should contain a clear explanation of the idea (who, what, when) and the breakthrough’s advantages (why it is important). It should contain persuasive language that portrays an understanding of their audience (how they will attract followers). The overall appearance should exhibit creativity in design and writing quality. You may choose something we’ve talked or read about in class or you may do your own research to identify a breakthrough we have not studied.

***(below is an example of an advertisement of a philosophical breakthrough in political thought)***