

Advertisement Project- Revised

Please select **ONE** of the following choices from below:

1. Write an essay analyzing an ad of your choice.
 - Your essay should address the following questions: Is this ad effective? If yes, what's effective about it? If no, what can be improved? Which rhetorical appeals did the ad demonstrate? (Logos, pathos, ethos) Is the appeal suited to the product in the ad? Who is the target audience?
 - Size 12 font/ Times New Roman/ 1 Inch margins/1.5-2 pages double spaced.
 - You can browse <http://adsoftheworld.com> if you don't have an ad in mind.
2. Pick a product/ brand and create **TWO** different visual ads, each focusing on a different rhetorical appeal.
 - Write a short paragraph explaining which of your ads was more effective for your product. Make sure to talk about who your target audience is.
3. Perform a 2 minute persuasive speech on a topic you feel strongly about.
 - You must have 2/3 rhetorical appeals in your speech to help you become more persuasive.
 - Your speech does not have to be completely memorized but you should not be reading off the page either. Cue cards are allowed.
 - Please hand in a written version of your speech and highlight/ underline where you have incorporated the rhetorical appeals.
4. Perform a 2 minute live advertisement for the class.
 - This can be done alone, or in pairs.
 - Hand in a detailed scrip of your performance along with a paragraph explaining the rhetorical appeals you have used. Don't forget to explain why you chose those appeals for your product, and state who your target audience is and your purpose.
5. Create a video advertisement
 - This can be done alone, in pair OR in groups of 3. However, if you choose to do it in a group of 3, make sure you can justify that each individual has done adequate work. (For example, you can choose to create two videos.)
 - Hand in a well-written paragraph explaining the rhetorical appeals you have used. Don't forget to explain why you chose those appeals for your product, and state who your target audience is and your purpose.

Checklist (did you include these?)

- a. What is Your *goal*? (Are you trying to convince us a point of view? Are you trying to be informative? Are you trying to tell us to buy your product?)
- b. Did you use a least 2/3 of the three persuasive elements? (for options 3, 4, 5)
- c. Is your ad/speech appropriate for your target audience?