**Create Your Own Commercial**

# Directions:

* In a group of 1-4 people, create a **1-5 minute** commercial for an original or an existing product.
* Your group may present your commercial as a **presentation** to the class or as a **filmed** and edited **video**.
* **Every member** of your group **must participate** in the presentation or in the filming of your commercial.
* You will **write** a script of your commercial that identifies each example of **Ethos, Logos, Pathos** and the required **Rhetorical Devices**. Your completed script must be turned in on the day of your presentation.

# Your commercial must include:

* At least two visual aids:
  + One must be an example or picture of the product you’re selling
  + The other must be costumes or a PowerPoint or a poster or a filming location
* At least one clear example of all three (3): Ethos, Logos, and Pathos
* At least two (2) of the following Rhetorical Devices:
  + Allusion (make reference to a well-known outside story, movie, event or person)
  + Alliteration (Rachel Rogers rocks Roseville!)
  + Rhetorical Questions (Are we going to take this anymore?)
  + Repetition (I have a dream…I have a dream…I have a dream…)
  + Metaphor (a beacon of hope, mountains of joy, love blooming in the Spring)
* An explanation of how and where to buy the product

# Important Dates:

* Your group will receive a limited amount of class time. You must use this time wisely. Everything else you must arrange outside of class. You must realize that you will be responsible to complete a majority of this assignment outside of class.
  + Brainstorming: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
  + Class Work Time: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
  + Computer Lab: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
  + Typed Script Due: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
  + Presentation Due: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_