**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: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_