

Rhetorical Appeals Project

The Assignment:

- This week, you're going to demonstrate your understanding of the rhetorical appeals (ethos, pathos, and logos) we've been studying during our unit on Rationalism by creating advertisements! This project will be completed with a partner or a group of three, and at the end of the week, your group will perform your commercials in front of the class. This project will stand in place as the test over our Rationalism unit.
- If you choose to work in a group of two, you will be expected to write and perform two commercials using two different appeals. If you choose to work in a group of three, you will be expected to write and perform three commercials using all three appeals (one of each).
- Your goal is for your classmates to be able to identify which appeal each of the commercials used when you act them out for the class.

Other Requirements:

- Your advertisements can be about anything as long as it's school appropriate. The subject can be one of your own creation, or you can make a commercial for a TV show, article of clothing, household item, concert, politician, Public Service Announcements, etc., that already exists, as long as the content in your commercial is completely original.
- Each person in your group will be individually responsible for write the script for one of your commercials and making sure it is error-free; however, the entire group should be involved in the creation of each commercial.
- Make sure your commercials are well-rehearsed and each at least one minute long. The easiest way to ensure your commercial is ready is to practice once you have your scripts written and time yourselves on someone's phone.
- In order to create professional-looking commercials, you may need to include costumes, props, or other visual aides, although they are not required. You may also use music as long as you clear it with me beforehand.

Attached in the rubric with which you will be graded with.

Rhetorical Devices Project Rubric

Group Members:

Scripts:

Commercials are original and creative	_____ /5
Commercials demonstrate an obvious understanding of rhetorical devices	_____ /5
All two or three scripts are present and completed	_____ /5
Scripts are neatly written or typed and error-free	_____ /5

Script Total: _____ /20 points

Performance:

One-minute time requirement was met for each commercial	_____ /5
Lines were clearly spoken	_____ /5
Clearly well-planned and rehearsed	_____ /5
All group members were involved in each performance	_____ /5

Performance Total: _____ /20 points

**Project Total: _____ /40
points**