Purpose

Using persuading techniques to engage students

Objective

Students will create a commercial in groups to persuade their audience to purchase their product.

Activity

Students will read, Girls think of Everything or similar story about inventions and people inventing.

Teacher will review and teach concepts such as

* Bandwagon
* Glittering Generalizations
* Loaded words
* Testimonials

Discussion led by teacher about advertising and what forms that advertising comes in such as commercials. Ads, billboards, signs.

Students will create posters of the various commercials that they have seen or they can create new ones in cooperative groups.

Students will use the I pod touch to create a commercial in a cooperative group for the invention that they have come up with.

Evaluation

Students will plan and write about their presentation

Students will film their commercial accurately using the Ipod touch

Rubric

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| 4 – Students participated fully, came up with a very creative commercial for demonstration. All students participated in the activity. Fully understood the persuasive technique that they were demonstrating. |
| 3- Students grasped the concept, came up with a commercial, ALL students participated in the commercial either filming, writing, or being creative. |
| 2 – Students had little concept of the persuasive techniques, Students did participate but didn’t take the job seriously. Students did demonstrate little creativity. |
| 1 – All students participated. Didn’t grasped the concept of persuasive techniques. |
| 0 – Student did not participate in the writing process, acting, or producing the commercial |