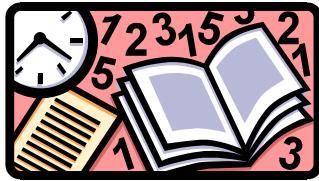


Persuasive Writing Portfolio Assignment



Name: _____

Class: _____

Requirements

Worth

Earned

1. This “Portfolio Assignment” cover page

2

2. A complete and neatly written copy of the notes about the Persuasive Strategies.

3

3. A cut-out collection of eight magazine advertisements that demonstrate your understanding of the persuasive strategies.

10

4. Response to persuasive writing. Attend the library presentation on persuasive sources. Read a pair of pro/con articles on the topic of your choice. Fill in the guided notes that help you respond to paired pro/con articles. Cite your articles.

45

5. Your “Create a Product” ad campaign. Design a new product. Create a video or print commercial that sells it using the persuasive strategies.

45

_____/105

Requirement #3

For this assignment, you will need a neatly cut-out collection of eight magazine advertisements; each should use a different one of the eight persuasive strategy. Each ad should be stapled to a neatly written **paragraph** that explains:

- which strategy is being used ?
- how they are using it ?
- how effective is the ad?
- does the ad make you want to buy this product?

Requirement #4

- Attend the library PRO/CON presentation.
- Select a topic from a list of popular & controversial topics
- Read the paired articles
- Fill in the guided notes for the articles
- Create a one-page response for the articles from your notes
- Cite your articles

*****For extra credit-**

- Use a minimum of 3 approved sources to further research your topic
- Write a minimum 5-paragraph persuasive essay for your topic
- Create an MLA Works Cited for your 3 sources

Requirement #5

Create a Product & Commercial

Your job is to create a product and sell it to the class.

To do this, you will need to: *think of a creative, original product and be able to fully describe all of its features. Use what you have learned about persuasive strategies to sell it. Get creative and put it into a fun format.*

Your ad should include:

- A prototype of the product. Think up and make a neatly designed, 3-D creation of your product. You will need to use it in your commercial or with your poster when you present. (5 pts) ***You may not build any prototypes that are flammable, explosive, that could be used as a weapon or that is dangerous in any way!!!!**

- The name of your product & a description of it.

What is it? What does it do? Why is it unique? How much does it cost?

Why would people want to buy it? (5 pts)

- A minimum of three persuasive strategies.

Which persuasive techniques will you use?

How will you use these techniques? (15 pts)

- A creative format that demonstrates high quality effort.

You can make a TV Commercial using I-Movie with a group of 3, or a print/poster advertisement by yourself. (20 pts)

You will present this to the class. Have fun and be creative.

Persuasive Strategies

- a. **Bandwagon:** Convinces you to buy a product by letting you know that “everyone else is doing it.”
All the World Loves a Coke.
- b. **Testimonial:** Uses a famous person's words to convince you how good a product is.
Tiger Wood's Nike commercials
- c. **Compare & Contrast:** Shows you how good one product is compared to another
Campbell's vs. Progresso
- d. **Transfer:** Uses a famous person's picture or name, but not their words.
Got Milk?
- e. **Repetition:** Repeats the name of the product at least 4 times.
Head-On
- f. **Emotional Words:** Uses words that appeal to your emotions, whether they make you laugh, pump you up, or make you cry.
Army & Navy
- g. **Cause and Effect:** If you buy this product, then this will happen.
Axe Body Spray
- h. **Problem/Solution:** If you have a problem, we have the solution
Don't Get Mad, Get Glad!