**Persuasive Techniques Commercial**

**Directions**: You will work in a small groups of 3-5 people to decide on a product to create a commercial for. You will use your knowledge of persuasive techniques and the commercials you have seen before to create a commercial for your product.

ALL commercial content must be school appropriate.

Requirements:

- ALL group members must contribute in some way

- Create a 1 minute commercial selling your product

- Use at least one of the persuasive techniques in your commercial

- Props and costumes should be used to sell your product

| Class schedule |  | Wednesday | Thursday | Friday |
| --- | --- | --- | --- | --- |
|  |  | 9/30 | 10/1 | 10/2 |
|  |  | Script writing  Script due at the end of class | Practice commercial  persuasive technique crossword | Perform Commercials to Class |

**Time \_\_\_\_\_\_\_\_\_/5**

* 1 minute

**Group Work \_\_\_\_\_\_\_\_\_/5**

- All members participate

**Props/Costumes \_\_\_\_\_\_\_\_\_/10**

- Use of props/costumes to enhance presentation

**Script \_\_\_\_\_\_\_\_\_/20**

* Completed on-time
* utilizes persuasive techniques

**Presentation \_\_\_\_\_\_\_\_\_/10**

- Put together in a thoughtful way