**Commercial Assignment** Group Members:

**LT:** I can define rhetoric and attempt to use rhetoric to sell a product to a particular audience.

**Activity Description:** In small groups, you will be given a product to sell to the class using what you currently know about rhetoric. You will choose an audience, write a script, and act out your commercial for the class. The class well then attempt to identify the persuasive techniques used (not their names, but in general terms).

|  |  |
| --- | --- |
| **Basic Requirements*** 2-4 minutes in length
* Written Script
* All members must have a role
 | **Optional Elements*** Additional Visual Aides
* Costumes
* Audience member involvement (infomercial style)
 |

Please answer questions one through four *before* writing your script.

1. What product did you choose?
2. What do you know about this product (by looking at it, previous knowledge, or research)?
3. Who will be your audience (What group or groups of people do you intend to sell your product to)?
4. What do you know about your audience? (likes/dislikes, hobbies, priorities/goals, etc.)
5. AFTER writing your script tell me, in what way did you attempt to persuade your audience? What information did you give them that made them desire your product and why did you give them this information? What feelings did you want your audience to feel regarding your product and why? (use back if needed)