

Persuasive Techniques



Nouvelle ELA

COMMERCIAL SKIT PROJECT

ALL-IN-ONE PROJECT PAGE WITH CLEAR EXPECTATIONS FOR EASY GRADING

Commercial Skit – Analytic Rubric

Commercial Skit Mini-Project

In order to practice the techniques discussed in this unit, you will create a commercial and perform it as a skit in front of the class. Your product and commercial should be made-up and school-appropriate.

You and your group will create an **outline** describing the general plot of your commercial as well as each person's role. Remember that everyone should have an active role in the commercial and should have a speaking part.

Due: _____

Your commercial should include **two persuasive techniques** discussed in class.

Groups will present on _____

Each person should write an **evaluation** of the project. This should include a description of the techniques used and an evaluation of your role. Were you an active group member? Were you on task? How could this project have gone better? 1-2 paragraphs.

Each person should complete **+/- feedback** for two presentations. This should include constructive feedback on

- 1) the quality of the presentation and
- 2) the persuasive techniques used.

Have fun!

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Commercial Mini-Project

Name _____ # _____

_____/50

	5	4	3	2 or less
Use of Class Time and Outline _____/10	Uses all class time effectively. Turns in an outline of commercial.	Uses most class time effectively. Outline is somewhat complete.	Uses some class time effectively. Outline is not very complete.	Doesn't use class time effectively. Outline is sloppy or not present.
Presentation _____/15	Student takes an active role. Commercial is rehearsed and interesting.	Student takes a somewhat active role. Commercial is somewhat rehearsed and interesting.	Student takes a very small role. Commercial is not rehearsed.	Student does not participate or commercial is unacceptable.
Persuasive Techniques _____/10	Two persuasive techniques are used very effectively.	Two persuasive techniques are used somewhat effectively.	One persuasive technique is used effectively.	Techniques are not effective or are not used correctly.
Evaluation _____/10	Evaluates techniques used and the role played in the project.	Evaluation is somewhat clear.	Evaluation is not clear.	Evaluation is sloppy or not present.
Feedback _____/5	Gives relevant and constructive feedback to peers	Feedback is somewhat constructive and relevant.	Feedback is neither constructive nor relevant	No feedback has been given.

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Commercial Skit – Holistic Rubric

Commercial Skit Mini-Project

In order to practice the techniques discussed in this unit, you will create a commercial and perform it as a skit in front of the class. Your product and commercial should be made-up and school-appropriate.

You and your group will create an **outline** describing the general plot of your commercial as well as each person's role. Remember that everyone should have an active role in the commercial and should have a speaking part.

Due: _____

Your commercial should include **two persuasive techniques** discussed in class.

Groups will present on _____

Each person should write an **evaluation** of the project. This should include a description of the techniques used and an evaluation of your role. Were you an active group member? Were you on task? How could this project have gone better? 1-2 paragraphs.

Each person should complete **+/- feedback** for two presentations. This should include constructive feedback on

- 1) the quality of the presentation and
- 2) the persuasive techniques used.

Have fun!

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Commercial Skit Rubric

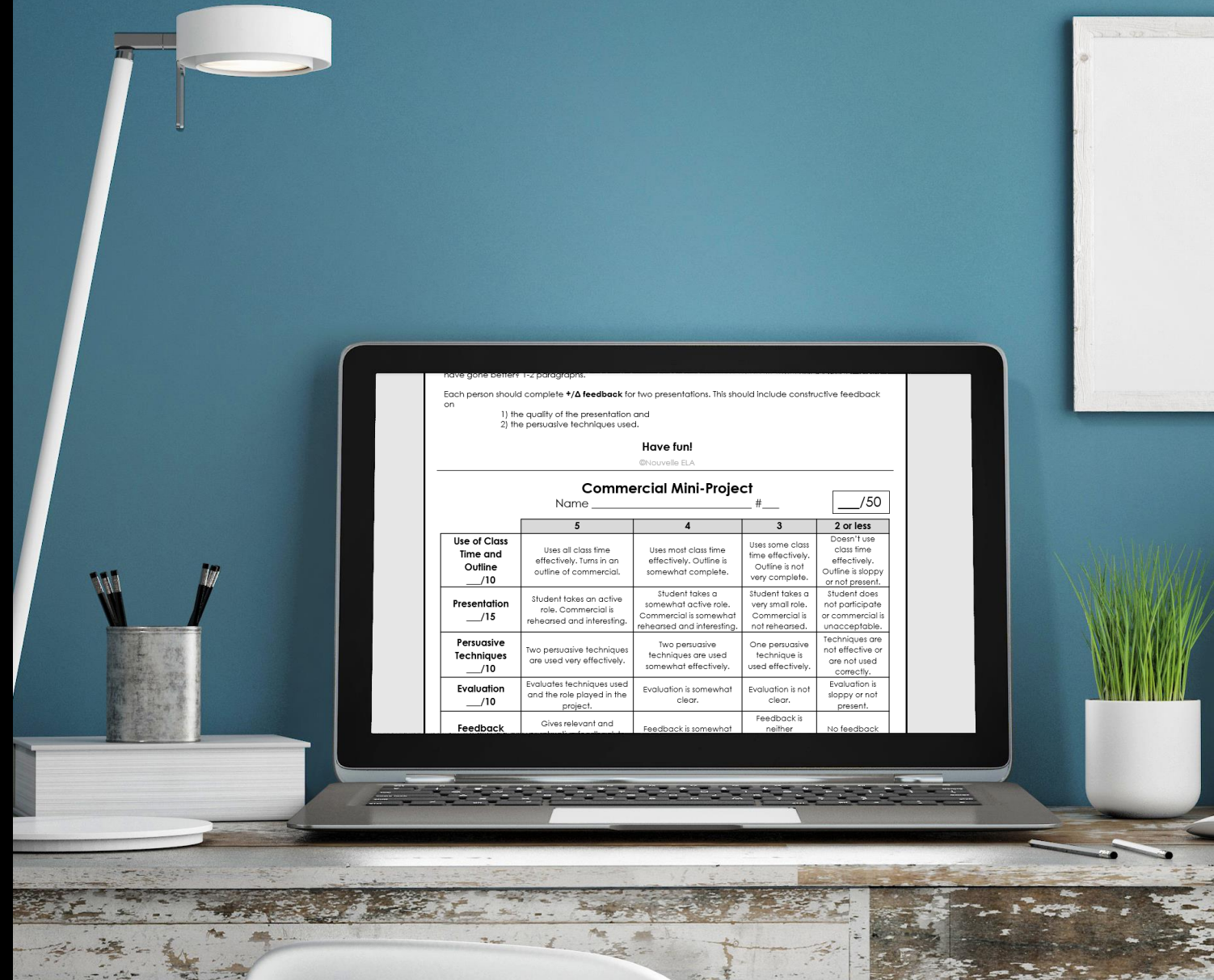
Name _____ # _____

	4	3	2	1
Use of Class Time & Outline	Uses all class time effectively. Turns in an outline of commercial. Student takes an active role. Rehearsed and interesting.	Uses most class time effectively. Outline is somewhat complete. Student takes a somewhat active role. Somewhat rehearsed and interesting.	Uses some class time effectively. Outline is not very complete. Student takes a very small role. Not rehearsed.	Doesn't use class time effectively. Outline is sloppy or not present. Student does not participate or commercial is unacceptable.
Presentation	Two techniques are presented very effectively. Evaluates techniques used and the role played in the project.	Two techniques are presented somewhat effectively. Evaluation is somewhat clear.	One technique is presented effectively. Evaluation is not clear.	Techniques are not presented or are not presented correctly. Evaluation is sloppy or not present.
Feedback	Gives relevant and constructive feedback to peers	Feedback is somewhat constructive and relevant.	Feedback is neither constructive nor relevant	No feedback has been given.

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Students create and perform a commercial using persuasive techniques.

INCLUDES A PRINT-AND-GO VERSION AND AN EDITABLE (.PPT) VERSION



Commercial Skit Rubric

Name _____ # _____

	4	3	2
Preparation & Presentation	Uses all class time effectively. Turns in an outline of commercial. Student takes an active role. Rehearsed and interesting.	Uses most class time effectively. Outline is somewhat complete. Student takes a somewhat active role. Somewhat rehearsed and interesting.	Uses some class time effectively. Outline not very complete. Student takes a small role. Somewhat rehearsed.
Understanding of Techniques	Two techniques are presented very effectively. Evaluates techniques used and the role played in the project.	Two techniques are presented somewhat effectively. Evaluation is somewhat clear.	One technique presented. Evaluation is not clear.
Feedback	Gives relevant and constructive feedback to peers	Feedback is somewhat constructive and relevant.	Feedback is not constructive.

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Commercial Mini-Project

Name _____ # _____

____/50

	5	4	3	2 or less
Use of Class Time and Outline ____/10	Uses all class time effectively. Turns in an outline of commercial.	Uses most class time effectively. Outline is somewhat complete.	Uses some class time effectively. Outline is not very complete.	Doesn't use class time effectively. Outline is sloppy or not present.
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Persuasive Techniques ____/10	Two persuasive techniques are used very effectively.	Two persuasive techniques are used somewhat effectively.	One persuasive technique is used effectively.	Techniques are not effective or are not used correctly.
Evaluation ____/10	Evaluates techniques used and the role played in the project.	Evaluation is somewhat clear.	Evaluation is not clear.	Evaluation is sloppy or not present.
Feedback ____/5	Gives relevant and constructive feedback to peers	Feedback is somewhat constructive and relevant.	Feedback is neither constructive nor relevant	No feedback has been given.

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EDITABLE ANALYTIC AND HOLISTIC RUBRICS

Self Review

	Great	Good	Needs more practice
Posture	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Eye Contact	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Articulation	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Speed	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Preparation	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>

My Project

- + I think I had great research and a great idea. I'm really proud of myself for my research.
- Δ I was really nervous to present, even though we were in small groups. I spoke too quickly.

Peer Review

	Great	Good	Needs more practice
Posture	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Eye Contact	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Articulation	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Speed	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Preparation	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>

Davon

's Project

- + Davon is such a good speaker! He really made his topic interesting.
- Δ He didn't draw his whole exhibit, so it was sometimes hard to imagine.

Includes a variety of Peer Review and Self Evaluation forms for any project.

CHECK OUT THE WHOLE PERSUASIVE TECHNIQUES UNIT!

What other teachers are saying...

I loved the wide variety of materials that are included in the bundle.

Unit-Wide Resources

Nice materials that I was able to differentiate with varying ability groups and still teach the same lessons!

Differentiation

This is hands down the best persuasive unit I have seen, it includes everything you need from start to finish. Thanks for all your hard work!

Eliminates Prep Work

Loved the option to... have students that were more capable work on their own project!

Promotes Student-Led Learning

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FOR THE
BUNDLE!**

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