## Persuasive Techniques Commercial Analysis

Commercial Analysis - Analytic Rubric (Groups) Commercial Analysis Mini-Project In order to practice the techniques discussed in this unit, you will analyze a commercial and present your analysis to the class. Your commercial should be school appropriate. You and your partner will create an outline describing the general plot of your commercial. You will prepare a presentation including a summary of the commercial and an analysis of two persuasive lechniques discussed in class. Who is the commercial targeting? Are the techniques effective and why? Groups will present on Each person should write an **evaluation** of the project. This should include a description of the techniques analyzed 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  $+/\Delta$  feedback for two presentations. This should include constructive feedback on 1) the quality of the presentation and 2) the persuasive techniques used Commercial Analysis Rubric /50 5 2 or less Use of Class Uses all class time Doesn't use class time effectively. Outline is Time and effectively. Outline is effectively. Outline is outline of Outline omewhat complete sloppy or not present. /10 Student takes a Student takes an Student takes a very somewhat active Student does not Presentation role. Somewhat small role. Not participate or analysis Reheased and rehearsed and rehearsed. is unacceptable. interesting. Persuasive Two techniques are Two techniques are Techniques are not One technique is analyzed very Techniques analyzed somewhat analyzed or are not effectively. effectively. analyzed correctly. Evaluates techniques Evaluation used and the role \_/10 somewhat clear. not present layed in the project Feedback is Gives relevant and Feedback is neithe Feedback constructive and been given

students analyze and present the persuasive techniques in the commercial of their choice

Includes print-and-go project page and an editable version (.doc)

Commercial Analysis Rubric

choose between analytic and holistic rubrics

	Ι.	Name:									
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		Use of Class Time and Outline		Uses all class time effectively. Tums in an outline of		Uses most class time effectively. Outline is		Uses some class time effectively. Outline is		Doesn't use class time effectively. Outline i	
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/50		5		4		3		2 or less		ptable.  Is are not or are not correctly.  Is sloppy of esent.  Dack has given.	
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 Student takes active role. /10 Rehearsed an interesting.		nd	somewhat active		Student takes a very small role. Not rehearsed.		Student does not participate or analysis is unacceptable.				
Persuasive Two techniques analyzed ver/15 Two techniques analyzed ver effectively.		ry	Two techniques are analyzed somewhat effectively.		One technique is analyzed effectively.		Techniques are not analyzed or are not analyzed correctly.		by one to		
	Evaluation Evaluates techniqued and the role played in the project.		role	Evaluation is		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 been given			

**Commercial Analysis Worksheet** Recall Who are the major characters in this commercial? What is the main conflict? How is the conflict resolved? Interpret What is the commercial trying to sell? Who is the target audience? Analyze Technique Used How do you know? 2. 3. Which persuasive techniques were effective? Why or why not?

Includes a print-and-go worksheet to scaffold analysis and student understanding

