

# Persuasive Techniques Commercial Analysis

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 - 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. Due: \_\_\_\_\_

You will prepare a presentation including a summary of the commercial and an analysis of **two persuasive techniques** 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 **+/- 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

Name: \_\_\_\_\_

/50	5	4	3	2 or less
<b>Use of Class Time and Outline</b> ___/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.
<b>Presentation</b> ___/10	Student takes an active role. Rehearsed and interesting.	Student takes a somewhat active role. Somewhat rehearsed and interesting.	Student takes a very small role. Not rehearsed.	Student does not participate or analysis is unacceptable.
<b>Persuasive Techniques</b> ___/15	Two techniques are analyzed very effectively.	Two techniques are analyzed somewhat effectively.	One technique is analyzed effectively.	Techniques are not analyzed or are not analyzed correctly.
<b>Evaluation</b> ___/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.
<b>Feedback</b> ___/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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Choose between analytic and holistic rubrics

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### 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?
1.	
2.	
3.	

**Evaluate**

Which persuasive techniques were effective? Why or why not?

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

