**Persuasive Essay-Commercial Assignment**

You and your group will be creating a commercial based on the persuasive essay you just wrote. In this case, you will be advertising the use of a modern day product for medieval times.

Although you are working in a group, ***EACH*** member is responsible for participating and presenting in this assignment.

Your commercial SHOULD:

* BE APPEALING to your target audience
  + Point out the problem of life that your product solves
  + Show the specific reasons why your product is good
* BE ENTERTAINING
  + Use different strategies to market your product such as: humor; artistic uniqueness (like a Target ad); relate to something not immediately obvious; appeal to emotions
* BE CREATIVE!
* BE FILMED
* INCORPORATE EVERY MEMBER OF YOUR GROUP!!!

Your group will also need to submit **a final script** of your commercial.

**PRESENTATIONS WILL BEGIN AND WILL THEREFORE BE DUE ON: WEDNESDAY MARCH 6TH, 2013**

\*Presentations will occur in class from Wednesday March 6th, 2013-Friday March 8th, 2013. However, your presentations will occur randomly, so you must be ready to go any day, including Wednesday.\*

Below you can find the rubrics by which you will be assessed. You will be graded both as a group and individually.

Oral Presentation Rubric

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| **Overall Presentation**  Group Members: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  Topic:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | |
| Commercial was informative, yet comprehensive. Thesis was clearly stated. All main arguments were made (reasons for product’s usefulness clearly conveyed). | 1 2 3 4 5 |
| Commercial was engaging, captivating and interesting to the target audience. It used an interesting marketing strategy (humor, etc.). Overall, commercial was creative and unique. | 1 2 3 4 5 |
| Script provided. Everyone’s role in the script is clearly delineated. Script is generally followed. | 1 2 3 4 5 |
| Every member equally contributed to the commercial and a sense of cohesiveness was apparent. | 1 2 3 4 5 |
| **Total for Overall Presentation** | /**20** |

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| **Individual Evaluation of Oral Presentation**  Student Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  Topic:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | |
| Presenter was engaging and lively. Individual presentation was not dry nor boring. Presenter does NOT simply read off of a card or script. A sincere/good effort in acting was at least put forth. | 1 2 3 4 5 |
| Presenter spoke articulately and CLEARLY, with a minimum of “ums, uhs, etc.” His/her stature/posture was appropriate (no slumping or slouching, no head down, etc.) | 1 2 3 4 5 |
| Presenter does a fine job of conveying the important points regarding the product. Presenter does a good job demonstrating the product’s potential importance and conveying its effectiveness and usefulness. Presenter demonstrates a confidence in their arguments for the product. | 1 2 3 4 5 |
| Presenter contributed equally to the overall script and commercial. | 1 2 3 4 5 |
| **Total for Individual Presentation** | /**20** |
| **TOTAL SCORE FOR ENTIRE PRESENTATION**  (Overall + Individual) = /20 + /20 = | **/40** |