**Persuasive Advertisement Project**

For this formal assessment students will need to find a print advertisement in either a magazine, newspaper, or mail.

**Part I: Evaluate an Advertisement**

In a well written paragraph students should:

1. Analyze your ad to identify: persuasive appeals, claim, grounds, warrants and audience
2. Decide if the ad is effective in delivering its message. Explain why or why not to your audience

**Part II: Rework your Advertisement**

Students will create an advertisement by:

1. Recreate this ad to appeal to a different audience. This will require you to change the appeals that are utilized, the text, and the graphic. This should be a recreation that would be able to go in a magazine, newspaper, on the internet or through the mail.
2. You will need to have a paragraph supporting your recreation and identifying your new audience and the appeals you utilized (you may write this on the back of your ad).

**Part III: Presentation of Ads**

1. As a team you will show your original ads and recreated adds highlighting the claims, appeals, etc. utilized in each advertisement

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| **Category (All categories are subject to spelling and mechanical error points off!)** | **Points /Notes** |
| Analysis of Original Advertisement* All requirements met for appeals, audience, claims, warrants, grounds etc.
* Written paragraph included
 | 10 points |
| Recreation of Advertisement* New advertisement utilizes different appeals, claims for a different audience.
* Written paragraph explanation included
 | 10 points |
| Creativity/Effort/Attractiveness* Students utilized time well in class
* Students put in 100% effort to written analysis and product
* Students utilized creativity to rework their advertisements
 | 5 points  |

 **Total 25 points**