Infomercial/PSA Project & Requirements Checklist

Our first activity in this unit forced us to look at and analyze how Aristotle’s three appeals are used in the world of advertisements. We discussed the techniques each advertisement used, the appeals that were incorporated, as well as the target audience. Now it is your turn to create!

You may choose to work individually or with a group (no larger than 4 people). This is meant to be a fun, creative way to interpret Aristotle’s appeals and make conscious decisions about the material in your presentation based on your target audience.

Be sure to use ideas from the examples we have already seen in class. What techniques/rhetorical strategies are most effective? Which will be most beneficial to incorporate into your presentation? (i.e. allusions, anecdotes, irony, rhetorical questions, satire, syntax, imagery, etc.)

Your presentation must:

* Be at least 30 seconds long, but no more than 90 seconds long.
  + If you chose to create a video instead of acting it out live, you must bring me a burned copy of your presentation.
* Be well-rehearsed.
* Include each group member.
* Include a typed script that must be turned in the day of your presentation (turn it in early if you want copies made for your group members).
  + In your script, be sure to indicate where you use each appeal.
* Incorporate all three appeals clearly.
* Include props.
* Clearly establish a purpose:
  + Educate
  + Inform
  + Persuade
* Be of a topic or product that is clearly being “sold.”
  + If you chose to sell a product, it must be an original idea. (For example, you cannot just sell a soft drink already on the market; instead, you must create a new type of drink and promote it using the appeals.)

\*After each group has gone, you will be given a prompt and time in the lab where you will reflect on different aspects of this project as well as propose a grade.

To begin, answer the following questions:

1. **Target Audience**: Who do I want to reach with my message/product? (For example, if it is a toy, your target audience is children. The decisions you make with your presentation must reflect that children are your audience, so syntax, diction, imagery, etc. needs to be adjusted to reflect that.)

2. **Message**: What is my message/product? What do I want the viewer to understand?

3. **Action Step**: What is the call to action? What do I want the viewer to do? How can the viewer help solve the problem/purchase the product? (This is where incorporation of the appeals is crucial.)

4. **Significance of Issue to the Public**: Why is this issue/product important to the public? (This should answer the question “so what?”)

5. **Appeals**: How will the three appeals be incorporated to educate, inform, or persuade the audience?

\*There will be a prize for the individual or group that has the most creative/effective presentation, which will be voted on by all of you at the conclusion of the presentations.