Required Task Persuasion Essay DUE DATE: Friday, 5/13/11

🞏 Date completed \_\_\_\_\_\_\_\_\_\_\_\_ In this graded task, explain how persuasion might be used in television advertising to influence young children, ages 3-8. Using Microsoft Word, write a 3 paragraph essay stating your opinion and support it with convincing reasons and examples from television commercials/ads. Discuss at least 3 of the techniques we have studied in class. Don’t forget a title for your document, your name, and date of completion. When you have finished this task, please email me your document, check off the box for this task, and write in the date this task was completed. See the Persuasion Essay Rubric below for assessment criteria.

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| **Persuasion Essay Rubric** | | | | |
| **Category** | **4** | **3** | **2** | **1** |
| Content | Content meets all of the 5 criteria:   * Opinion is clearly stated * Support for opinion is included with convincing reasons * Examples from television commercial/ads are included * At least 3 persuasive techniques are discussed * Demonstrates understanding of the use of persuasive techniques | Content meets 4 of the 5 criteria:   * Opinion is clearly stated * Support for opinion is included with convincing reasons * Examples from television commercial/ads are included * At least 3 persuasive techniques are discussed * Demonstrates understanding of the use of persuasive techniques | Content meets 3 of the 5 criteria:   * Opinion is clearly stated * Support for opinion is included with convincing reasons * Examples from television commercial/ads are included * At least 3 persuasive techniques are discussed * Demonstrates understanding of the use of persuasive techniques | Content meets only 2 or less of the criteria:   * Opinion is clearly stated * Support for opinion is included with convincing reasons * Examples from television commercial/ads are included * At least 3 persuasive techniques are discussed * Demonstrates understanding of the use of persuasive techniques |
| Format and Organization | Document includes all 6 of the following:   * At least 3 paragraphs * Well organized and flows in a logical sequence * title for document * student’s name * date of completion * handed in by deadline | Document includes 5 of the following:   * At least 3 paragraphs * Well organized and flows in a logical sequence * title for document * student’s name * date of completion * handed in by deadline | Document includes 4 of the following:   * At least 3 paragraphs * Well organized and flows in a logical sequence * title for document * student’s name * date of completion * handed in by deadline | Document includes 3 or less of the following:   * At least 3 paragraphs * Well organized and flows in a logical sequence * title for document * student’s name * date of completion * handed in by deadline |
| Mechanics | Contains 0-1 spelling, punctuation, or grammatical errors | Contains 2-3 spelling, punctuation, or grammatical errors | Contains 4-5 spelling, punctuation, or grammatical errors | Contains 6 or more spelling, punctuation, or grammatical errors |