Persuasion Techniques in Commercials Table DUE DATE: Friday, 5/13/11

🞏 Date completed \_\_\_\_\_\_\_\_\_\_\_\_This graded task involves creating a table or spreadsheet that will display the 9 persuasive techniques and 9 examples of how each technique was used in a commercial. Use Microsoft Word to create the table or Excel to make a spreadsheet. View the 9 different commercials at <http://www.advertisementave.com/> . You may use the table below as a guide for setting up your document. 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 Techniques in Commercials Rubric below for assessment criteria.

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| **Sample Table** | | | |
| Title of Commercial | Date Viewed | Persuasion Technique | How Technique Was Used in the Commercial |
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| **Persuasion Techniques in Commercials Rubric** | | | | |
| **Category** | **4** | **3** | **2** | **1** |
| Content | Content meets all of the 4 criteria:   * Lists all 9 persuasive techniques * Lists 9 different commercials * Examples of how each technique was used is accurate * Demonstrates understanding of the use of persuasive techniques | Content meets 3 of the 4 criteria:   * Lists all 9 persuasive techniques * Lists 9 different commercials * Examples of how each technique was used is accurate * Demonstrates understanding of the use of persuasive techniques | Content meets 2 of the 4 criteria:   * Lists all 9 persuasive techniques * Lists 9 different commercials * Examples of how each technique was used is accurate * Demonstrates understanding of the use of persuasive techniques | Content meets only 1 of the 4 criteria:   * Lists all 9 persuasive techniques * Lists 9 different commercials * Examples of how each technique was used is accurate * Demonstrates understanding of the use of persuasive techniques |
| Format and Organization | Document includes all 9 of the following:   * table or spreadsheet * column for title of commercial * column for date viewed * column for persuasive technique * column for how technique was used * title for document * student’s name * date of completion * handed in by deadline | Document includes 8 of the following:   * table or spreadsheet * column for title of commercial * column for date viewed * column for persuasive technique * column for how technique was used * title for document * student’s name * date of completion * handed in by deadline | Document includes 7 of the following:   * table or spreadsheet * column for title of commercial * column for date viewed * column for persuasive technique * column for how technique was used * title for document * student’s name * date of completion * handed in by deadline | Document includes 6 or less of the following:   * table or spreadsheet * column for title of commercial * column for date viewed * column for persuasive technique * column for how technique was used * 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 |