

APPEALS COMMERCIAL CP GANG

DIRECTIONS

In groups of 4, create a commercial that clearly incorporates ethos, logos, and pathos. Remember that the purpose of your commercial is to sell a product. Designate one person as the video editor. The other three group members will be actors in the video.

REQUIRED ELEMENTS

The following must be included in the commercial at least once:

- Speaking
- Music
- Product display

MINIMUM LENGTH

2 minutes

WRITTEN PORTION

You must include 1 paragraph each that answers the following questions. Assign one to each group member:

- How does the commercial appeal to ethos?
- How does the commercial appeal to logos?
- How does the commercial appeal to pathos?
- What was the overall process and plan for creating the video? What was every person responsible for?

GRADE VALUE

Test Grade

RUBRIC

POINT VALUE	CRITERIA
10	Time/Length of commercial
20	Quality of commercial (video editing, sound, acting, etc.)
50	Quality of content (clear demonstration of appeals)
20	Quality and length of written portion (paragraphs)