

For the Low, Low Price of Your Free Will
Student Assignment/Activity
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Have you ever gotten choked up watching a movie trailer? How many television commercials can you describe in detail? How many pages of your favorite magazine are really ads? The advertising industry spends billions of dollars trying to convince the public, trying to **persuade** people to believe something in order (most often) to sell something. How can you harness the power of the advertising industry to help you improve your persuasive writing? That's right... practice!

Create an Advertisement to Sell Something Not Sold

Choose one of the following media:

1. Print advertisement (color, magazine style ads)
2. Television Commercial (using media software)
3. Radio Broadcast (turned in as a recording)
4. Billboard Advertisement (turned in smaller format)

Use your creativity to see a “product” of your choosing

1. Pick a “product” that isn't something normally sold- an abstract concept, an idea, etc
2. I'm not giving suggestions, because I want to be shocked and amazed by your creativity to come up with something to sell that makes some kind of social statement

Incorporate an Element of Satire

1. Dive into your genre and show the conventions of it, either by mimicking a particular well known ad campaign, or simply paying attention to what is a part of this type of ad
2. Be CLEVER and a little funny...incorporate the concept of satire into your advertisement

Notes for In-Class Activity:

Objective: Share examples of satirical advertisements to discuss persuasive technique.

Circle up. Each person shares their text, explaining it in about one minute. Then, in response, one person must volunteer one of two things: 1) something that can be said about society because of the how persuasive this person is or 2) what else they note about the ways the person is able to be convincing

The catch: everyone has to respond at one point, and the person who responds also goes next. The idea is that this forces participation from everyone, and limits each person to one time. However, they can also help out each other.