Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Period: \_\_\_

**Rhetorical Appeals Mini-Project**

Is there a product that you wish existed? Or perhaps there is an already existing product that could use some improvements? For example, most teachers would LOVE a coffee mug with a built-in warmer and brewer so they never (ever) run out of hot coffee. This is your chance to make the impossible happen and sell it! Advertisers certainly know the Rhetorical Triangle - every advertisement, billboard, and commercial uses at least one component of the Triangle.

**Project Requirements:**

* You will either create an entirely new product OR make improvements on an already existing product.
* Using **ALL THREE** rhetorical appeals, your will create a poster advertising your product.
* Your advertisement should be professionally presented, have an original appearance, design, and be completely colored.
* You must include visuals as well as copy (text) in your advertisement. Your advertisement should clearly demonstrate the **three** rhetorical appeals used **and** include **at least one** of the devices discussed in this unit, listed below. *(Hint: these may be useful for a catchy slogan or jingle!)*
  + Repetition
  + Restatement
  + Antithesis
  + Anaphora
  + Parallel Structure
  + Alliteration

**Writing Requirements:**

* You will complete an analysis of the rhetorical techniques used in your own advertisement and turn it in with your poster.
  + In a well-developed paragraph (6-8 sentences), explain how your group used **each** appeal in your advertisement. Be sure to identify your use of each appeal on the poster and explain **how** these appeals work for your target market (audience).
* The advertisement and analysis should be free of grammatical errors.

**Reminder:**

* You may collaborate virtually in a group of up to three people,, but remember that it is your responsibility to turn in a complete project on the due date. If you choose to work with a group and they then complete the work without your help (for whatever reason), you will need to submit your own individual project on the due date or receive a zero. The option to work in a group is a privilege; it’s still your responsibility to complete the work.