

Entrance Ticket

- 1) Who is this ad for?
2) How does it try to convince you to drink coca-cola?



December 2nd, 2014

Essential Question: What is rhetoric like?

Agenda: 1) Entrance Ticket 2)

Vocab: Rhetoric & Argument 3)

Commercial Analysis 4) Exit Ticket

Homework: Analyze a commercial just like we did in class with one paragraph!

Vocab: Rhetoric & Argument

Rhetoric: the art of effective or persuasive speaking or writing, especially the use of figures of speech and other compositional techniques.

Argument: an attempt to persuade someone of something, by giving reasons for accepting a particular conclusion as evident.

Advertisements = Arguments!

So how do they make their arguments?

- Through specific techniques, just like rhetoric!
 - Check out the different advertising techniques on the handout!
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Writing: Ad Analysis

- Watch the ad as a class
- Identify which techniques are being used
- Evaluate whether or not they are effective and explain why.

Example ad:

<https://www.youtube.com/watch?v=IUtnas5ScSE#t=47>

Writing: Ad Analysis

- Choose 2 ads on your own
 - They can be ones that really stuck out to you
 - They can be top ads from this year or last year (search best ads 2014 or 2013)
 - Identify which techniques are being used
 - Evaluate whether or not they are effective and explain why.
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Share a commercial!

Exit Ticket

What do you think is the most effective technique in advertising? Why?
