**Class Project!**

**Create your own product!**

**Write your own commercial about that product!**

**Produce the commercial and present it to the class!**

Requirements to receive 35 points:

1. Think of a product you would like to have for yourself. Write a full, detailed description of that product, explaining what it looks like, what it is used for, and why it would be especially useful to many people. Give the cost! (5 points)
2. Write a commercial for your product that lasts no more than two minutes.  
   a. Use with care the techniques of ethos, pathos, and logos to convince your   
    audience that they need to buy the product. (Go to the following website for   
    review of the three modes of persuasion: <http://pathosethoslogos.com/>) (5 points)

b. Introduce your commercial with a catchy sentence or question and write a full   
 script of dialogue for your spokesperson and additional characters.  
 Before each piece of dialogue, indicate in parentheses the tone of voice and  
 type of expression each character should use. (5 points)

c. Beside each piece of dialogue, write the detailed actions, body   
 language, and facial expressions each character in the commercial will use.   
 (5 points)

d. Use effective setting, props, and costume. (5 points)

e. Present your commercial with professional flair, confidence, and clarity. Do your   
 presentation from memory! Show polish and precision. (10 points)

You may present your commercial “live” to the class or you may video your commercial at home or “on location” and show the polished video to the class. You may work alone or in pairs, but you may ask as many others as you need to participate in your commercial—as long as they understand they must know their lines, be in character, and contribute in a professional way.

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| Dialogue | Action, Body Language, Facial Expressions |
| 1. |  |
| 2. |  |
| 3. |  |
| Dialogue | Action |
| 4. |  |
| 5. |  |
| 6. |  |
| 7. |  |
| 8. |  |
| 9. |  |
| 10. |  |
| 11. |  |
| 12. |  |
| 13. |  |
| 14. |  |