Your Silly APLC Marketing Project

Components:

1. a large poster advertisement, colored & labeled; (this is due today; then, I will give you an IPad)

2) an infomercial; (Mrs. M needs to see a script before I let you have an IPAD)

and

3)a jingle

 1. First, choose your group wisely!!!

2. Secondly, create a “magical” and “unbelievable” and “revolutionary” PRODUCT that solves all of your AP woes. What would be the appropriate antidote for your stress or confusion or overload?

Example Ideas:

An AP brain memory implant; glasses that help you recognize rhetorical devices and their effects…? Etc.

3. Thirdly, organize which activity you will do first, second, third. For example, does your group want to write out the script for the infomercial first and practice performing OR create a large advertisement OR come up with a cute, memorable song that would advertise your product.

Also, decide: would you like to film the infomercial ahead of time? Would you like to perform in class? And… make sure your infomercial has a visual of your product

Then, get to work ☺.

What do you have to put into it? These can be spread out into any one of the components.

1. One rhetorical question
2. 1 example of anecdotal evidence
3. 1 example of expert testimony
4. 1 example of each type of persuasive appeal (at least 7)
5. Five examples of fallacies
6. 1 concession
7. 1 counterargument
8. 1 parallel form
9. 3 rhetorical device examples
10. 3 varied sentence structures
11. 3 SAT words

IPad Rules

1. No SOCIAL MEDIA interactions!
2. Don’t go to unacceptable sites.
3. Let Mrs. Mitchell know where you are going.
4. If you relocate to film, BEHAVE and BE QUIET and don’t run/jump or get into a situation in which you could get hurt! Be respectful.
5. Under NO circumstances, should your product appear in any way to be a druglike or medicinal product! Not even m&ms like product.
6. Under NO circumstances should anyone in your group make any gestures or references to any type of gang!