Sell It to Me!

Mini #1

Advertising

**Intro/Rationale:** Solid authorial purpose is necessary for successful communication. Purpose is not present just in writing but in images, speeches, and even music. You have looked at photographs, ads, and infomercials with the intent to analyze purpose and devices used to present the purpose. You are now going to create your own ad.

**Task:** You have been assigned a random product. You need to decide your “angle.” What devices are you going to use? Are you going to go for pathos (emotional), ethos (the ethical appeal-“if you don’t buy this then... “), or logos (the logical appeal- “you need this because…”), perhaps you will use all three? Are you going to use specific images, angles, colors, music, and/or words to get your point across (you should)? Market to a target audience.

**How:** You can create either a print ad or a film ad. Your ad should have a clear purpose, clear devices, and an intended audience. You will also need to include a brief analytical write up of your ad. What is the purpose? How do you achieve it? What are your devices? How do they work together to achieve your purpose?

**THE PROJECT….Dun Dun Dun**

1. **Planning in your composition notebook.**

**\****Annotate 3 ads for purpose, device, and audience (you have already done one-just paste the analysis in). At least 1 needs to be a print ad (paste ad in). For video ads you can give a brief synopsis.*

*\*Road map of your ad. What is the purpose? What images, words, angles are you using? Who is your audience? If you are doing a film ad- what is your script? Guide yourself through the process. This is your outline in a collage like form.*

*\*Images pertaining to your ad- what are you going to use? This is especially important for print ads-what is it going to look like? Create a mini-story board of ad.*

1. **Ad creation**

***\*****Your ad needs to be either an oversized (poster sized- or computer generated) print ad or commercial/infomercial.*

*\* Your ad needs images and devices that pertain back to your purpose.*

* *Your goal is to SELL this product. Make your viewer want this product. Remember- no false advertising….*

1. **Analysis**

* *In your composition notebook, provide a brief analysis of your ad. What was*

*your purpose, how did you achieve said purpose? How did your audience dictate your presentation?*