Persuasive Campaign Ad – Research Project

Objectives: Students will research a current issue in our society, learn to interpret information and choose a side of the issue, and effectively persuade that side through a campaign ad.

Timeline:
Work on projects in class: March 9th through March 20th

Project Set-Up: March 9th

Present Projects: March 20th

Reflection/Evaluation Sheet Due: March 25

Procedure: You will browse the list of persuasive topics and research your top three choices to narrow down to your topic of choice. You will write a persuasive paragraph using the evidence you have found to support one side of the issue, using ethos, pathos, and logos. You will then create an ad in the form of an E-poster to persuade your side of the issue to the public. We will also examine the effectiveness of ads in influencing and impacting a target audience. This will allow you to fully understand how to present your E-poster to a target audience successfully. More than likely, the topic you research will have occurred in the past and might still be ongoing, but you are to persuade of the issue as if it is currently happening. You will select your topic from a list, but it must be approved before you proceed.

1. Two PowerPoint Slides:
   A) The 1st slide: Campaign Ad illustrating/persuading your side of the issue- Your E-poster should contain an image from a copyright-friendly site. This image should take up the entire slide. In addition, your E-poster should contain text to persuade your side in a powerful and meaningful manner.
   
   B) The 2nd slide: Analysis of your choices- The next slide needs to include a paragraph description of the choices made in the ad. Clearly defend your choice of image and text and what you hope your audience will gain by viewing the E-poster.

2. One body paragraph containing at least two, researched concrete details in the form of direct quotations with citations and appropriate commentary. You will need a minimum of two sources accessed from our media center’s libguide. Your details need to contain evidence of one of the three argumentative appeals (ethos, pathos, logos). You will attach a Works Cited Page to the back of your body paragraph. The body paragraph and Works Cited Page should follow MLA guidelines.


4. Sharing with an audience: You will present your persuasive campaign ad to the class to receive feedback/reactions from peers.

5. Reflections/Evaluations: Each person will fill out a reflection/evaluation sheet on the last day of the project. Remember to reflect not only on the process as a whole, but also on your target audiences’ reactions to your ad. What would you have done differently? What went well? The average you receive from your peers will impact your grade.