

Ethos, Logos, Pathos Commercial Directions

1. You have 5 minutes to brainstorm an idea for your commercial--then it's time to MOVE ON!
2. Plan out the commercial--which should not be more than 1 minute long.
3. Make sure your use of ethos, logos, or pathos is OBVIOUS to the class.
4. Decide who will make or bring any necessary props (paper props are FINE)!
5. Practice the skit quietly at your table to be sure you're ready.
6. Even if you're embarrassed and shy, be bold in front of the class and have fun.
7. The BEST project will win a prize.

	Exemplary	Good	Unsatisfactory
Speaking and Presenting	<ul style="list-style-type: none"> • Lines are clearly memorized and clearly spoken • Well-planned and rehearsed • Overall quality is flawless • Highly entertaining 	<ul style="list-style-type: none"> • Most lines are clearly memorized and clearly spoken • Well-planned and rehearsed • Overall quality satisfactory • Moderately entertaining 	<ul style="list-style-type: none"> • Overly short or long • Lines are not memorized • Evidence of planning is not apparent • Overall quality is poor • Not entertaining
Creativity and Originality	<ul style="list-style-type: none"> • Commercial idea is fresh and never-before-seen • Stands out among other commercials 	<ul style="list-style-type: none"> • Commercial idea is mostly original, but may be inspired in part by an outside influence 	<ul style="list-style-type: none"> • Commercial idea is hackneyed/ unoriginal (has obviously been copied from somewhere else)
Demonstration of Rhetorical Appeal	<ul style="list-style-type: none"> • Project demonstrates an obvious, insightful understanding of the chosen rhetorical appeal and helps students' growing understanding 	<ul style="list-style-type: none"> • Project demonstrates a moderate understanding of the rhetorical appeal 	<ul style="list-style-type: none"> • Project does not demonstrate an understanding of the rhetorical appeal