

Advertisements & Rhetoric

Planning Guide & Rubric

You will use this guide to plan and create your advertisement and record your analysis Flipgrid.
I will score your project using the rubric below.

What product or service are you advertising?

What story does it relate to and how? (The list of story options is on the [assignment sheet](#).)

Who is your target audience for this advertisement?

How will you create your advertisement? (for example: hand-drawn; digital using Google Drawing, Canva, Photoshop; etc.)

What rhetorical choices are you using to persuade your target audience? Fill out the chart below. You must have at least 5 purposeful choices (add more rows if needed).

Rhetorical Choice	Appeal Being Created (highlight one)	HOW does the rhetorical choice create that appeal and persuade the target audience?
	Logos Pathos Ethos	
	Logos Pathos Ethos	
	Logos Pathos Ethos	
	Logos Pathos Ethos	
	Logos Pathos Ethos	

Rubric

	PROFICIENT (B)	ABOVE AND BEYOND (A)
ORIGINAL AD	❑ My ad is related to a text we read in Honors English 9. ❑ My ad uses at least 5 purposeful rhetorical choices. ❑ My ad is neat and clear.	In addition to all of the components of LEVEL B... ❑ My ad uses rhetorical choices that would be most effective for the target audience. ❑ My ad is attractive and professional-looking with no grammatical errors.
RHETORICAL ANALYSIS FLIPGRID	❑ My Flipgrid shows my advertisement. ❑ My Flipgrid names the rhetorical choices I made in my advertisement. ❑ My Flipgrid explains why each rhetorical choice would be effective in persuading the target audience. ❑ My Flipgrid is clear and easy to understand.	In addition to all of the components of LEVEL B... ❑ My Flipgrid includes an in-depth discussion of each rhetorical choice (more than a one-sentence explanation).

SCORE C: My ad and/or Flipgrid are missing some key components and struggle to show evidence of accurate or effective use of rhetorical strategies or rhetorical analysis.

SCORE D: My ad and/or Flipgrid are missing a lot of key components and do not show evidence of accurate or effective use of rhetorical strategies or rhetorical analysis.

Teacher Comments: