

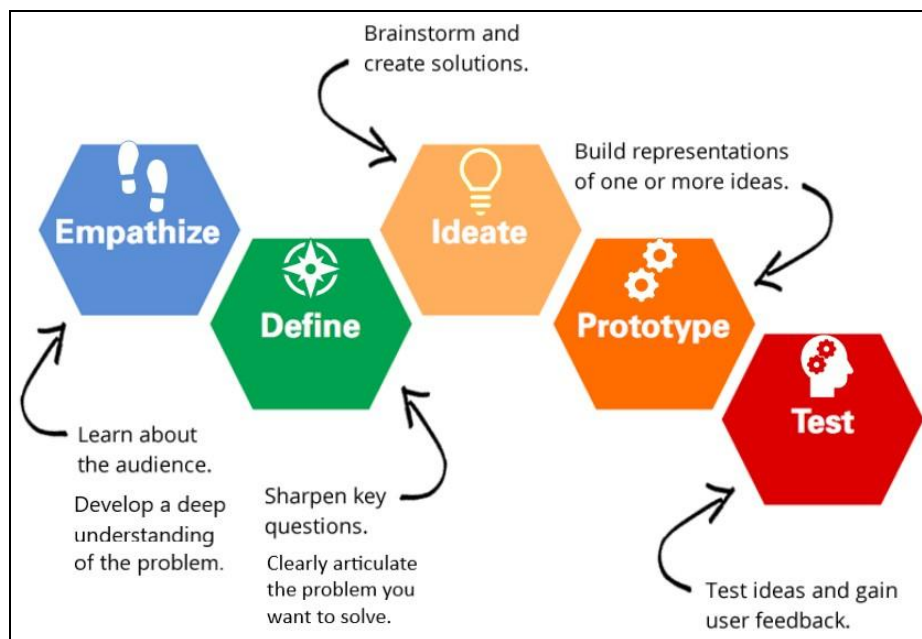
Table Wars

building credibility in arguments

Context: The NFL has had its ethos challenged in recent years in a variety of ways: the challenge of [concussions and CTE](#), [domestic violence](#) and [players' personal problems](#), and the issue of players [kneeling during the national anthem](#). Likewise, the NCAA has faced challenges related to the corrupting influence of [money](#), [academic scandals](#), and accusations that the business of sports has overtaken the academic mission of the affiliated institutions.

Design challenge: Build a 10-second ad that works to repair the ethos of either the NFL or the NCAA with a wide range of viewers by linking them to an important cause using a specific spokesperson. Imagine the ad being viewed on phones.

Process:



from: Stanford Design School

Empathize	Define	Ideate	Prototype	Test
• understand cause marketing (Cause marketing info) • 10 examples • understand your company's situation • understand the audience's perceptions of the company	• which cause • which spokesperson (see next page for some ideas)	• brainstorm possible rhetorical approaches and choices (tone, images, music, messaging, etc.)	• build your 10-second ad	• present it to the class

Things to consider:

- How is your speaker's ethos an asset for the company?
- How does the cause help re-brand your company's ethos?
- How did your rhetorical choices (text, image, music, design, tone, etc.) enhance the ad?
- Be prepared to defend and discuss your rhetorical choices