

Radio Commercial Project for Cereal Box

/22

list your text, characters, and sound affects below

script writer:

voice(s):

sound effects coordinator:

Content

4	3	2	1
<p>had all 7 criteria below for product or event:</p> <ul style="list-style-type: none"> clearly identified creative name it stated purpose proof or success of it what makes it unique conditions for admission/price (if event) where to get it or where it will be held 	had only 5 of the criteria on the list	had only 4 or 3 of the criteria on the list	<ul style="list-style-type: none"> had 3 or 2 of the criteria on the list had only 1 or none of the items on the list = 0

Persuasive Techniques

Uses **ONE** of the following in a creative manner

bandwagon ~ glittering generalities ~ common sense ~ free or bargain ~ plain folk ~ testimonial ~emotional appeal ~ citing statistics

4	3	2	1
<ul style="list-style-type: none"> used 2 of the 8 techniques used creative language 	<ul style="list-style-type: none"> used 2 of the 8 techniques typical wording & language 	<ul style="list-style-type: none"> used only 1 of the 8 techniques used more than 2 	<ul style="list-style-type: none"> incorrect use of technique(s) none used = 0

References to the Text

3	2	1
<ul style="list-style-type: none"> insight into the character/events accurate with selection yet made a creative connection w/ world outside text's setting 	<ul style="list-style-type: none"> just repeated item's typical use connections were typical 	<ul style="list-style-type: none"> incorrect info confusing connections between text & world outside the text

Tone of Voice

4	3	2	1
enthused, sounds believable, changes tone for affect	<ul style="list-style-type: none"> more enthusiasm needed in spots keeps same tone throughout 	enthusiasm is lacking in more than a couple places	monotone, just read a script

Volume

3	2	1
just right could hear	too soft in places	can't hear; most places to quiet

Time Limit

4	3	2	1
20-30 seconds	met time but stretches on purpose	too long w/ unnecessary info	> 1minute OR < 20 seconds