Quarter 4 Project: Poetry and Persuasive Techniques in Advertising
Mr. Eble, CP1 American Literature

In this assignment, you’ll complete the following assessments:

1. Create a commercial (lasting 90 seconds or less) in which you use a poem from your 3rd quarter blog project and an advertising techniques in order to sell a product or an idea of your choosing (that pertains to your poem) to a particular audience. You will use Windows Live Movie Maker.

2. Write a two/three-page analysis of your commercial in which you show how you appeal to your audience to sell the product/idea, as well as display how the poem is related to your product and your audience. You’ll use lines from your poem to show the theme/ideas you’re trying to convey.

3. Present your commercial to class.

Steps for this project with due dates:

1. Commercial Analysis: In a blog entry on your Weebly page, analyze a commercial on television. Provide the following information the commercial:
   A. Describe the advertisement: Who is doing the selling? What is the group/company selling? Who is the intended audience? (How can you tell?) What are the highlights of the advertisement?
   B. How is the group/company selling? Consider the tactics/strategies the group/company uses to sell its product. How does it appeal to the audience?
   C. Effectiveness of the advertisement: Is the advertisement effective in selling its product/idea? Why or why not?

   Due Date: March 23

2. Commercial Idea Pitch: Write a one-paragraph pitch in which you describe the idea of your commercial, including:
   A. What idea or product will you be selling?
   B. From what perspective will you sell it?
   C. To what audience will you sell it?
   D. How will you appeal to that audience using logos, ethos, pathos?
   E. How does your poem fit the product/idea you’re selling and/or the audience?

   You’ll share this with a group of folks on the due date; they will give you comments/ideas about your pitch, which you’ll submit on your blog; I’ll give you some ideas/comments, too.

   Due Date: March 30

3. SOAPSTone / Logos, Ethos, Pathos Analysis: After your pitch, you will work to complete a SOAPS analysis of your commercial; you’ll find the sheet online for the SOAPSTone analysis, but here’s the basics:
   A. Subject: What is the subject of your commercial?
   B. Occasion: At what time of day/night will the commercial air? On what network? What outside cultural influences/current events will factor into your commercial? How?
   C. Audience: Who is your intended audience? How will you appeal to them?
   D. Purpose: What’s the purpose of your commercial?
   E. Speaker: How will you present yourself? As a company? A nonprofit?
   F. Tone: What will be the tone of your commercial? How will you achieve this tone using your poem, music, images?

   You should submit this to the dropbox.

   Due Date: April 14
4. **Commercial Storyboard First Draft**: For this day, you should bring a printed copy of the following: Provide a storyboard—a rough drawing sequence of what will be seen throughout your commercial. You can use this website for help: [http://www.wikihow.com/Create-a-Storyboard](http://www.wikihow.com/Create-a-Storyboard)

   Please print this and bring it to class.

   **Due Date: April 16**

5. **Final Due Date / Presentations**: Commercials and written 2-3 page analysis papers will be due on April 22 and 24, when you’ll present your commercial in class. See below for the day when your work will be due and when you’ll present:

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   **Details for Submitting this Assignment on April 22/24**: You should email your commercial file to Mr. Eble and print your written essay.

**Resources**: You can use these to help craft your commercial or visual advertisement.

- Storyboarding a commercial: [http://www.wikihow.com/Create-a-Storyboard](http://www.wikihow.com/Create-a-Storyboard)
- The Language of Advertising Claims: [http://home.olemiss.edu/~egjbp/comp/ad-claims.html](http://home.olemiss.edu/~egjbp/comp/ad-claims.html)
- Ten Essentials to an Effective TV Commercial: [http://advertising.about.com/od/televisionandradio/a/commercialmusts.htm](http://advertising.about.com/od/televisionandradio/a/commercialmusts.htm)

Commercials from the past five years featuring poems:

*Time* Magazine featured an article about Apple’s iPad Air commercial, which features a Robin Williams *Dead Poets Society* voiceover, including a quote from the poem “Oh Me! Oh Life!” Walt Whitman:


2013 Pac-12 Network commercial featuring Walt Whitman’s “Pioneers! Oh Pioneers!” (as read by Morgan Freeman):

- The commercial: [https://www.youtube.com/watch?v=xAPAYYIWc8U](https://www.youtube.com/watch?v=xAPAYYIWc8U)

2009 Levi’s Jeans commercial featuring supposed audio of Whitman reading his poem “America”:

- The commercial: [https://www.youtube.com/watch?v=FdW1CjCNxw](https://www.youtube.com/watch?v=FdW1CjCNxw)