Business English

Major Project: Video advertisement

Due Monday, February 13th

Overview:

* You will be making a 2 ½ to 3 minute video ad promoting your business (the same one you’ve been using for this class all year). You will make an advertisement similar to what some businesses will upload on YouTube. Your advertisement will include examples of pathos, logos, and ethos and should make people want to buy from you.
* For pathos, pick one or two strong moods and really hit home with them— you can go for humor, sadness, pride, etc.
* For logos, give strong reasons why customers should buy from you.
* For ethos, make it clear that you and your business are credible and ethical.

Requirements:

* 4 clear examples of pathos (pick from this list):
  + Themes / points that affect people emotionally
  + Word choice that emphasizes emotion
  + Analogies or metaphors (comparisons) that evoke emotion
  + Stories (examples) that add to emotion
  + Visuals in the ad that build emotion
* At least 5 facts about your business
* 2 clear examples of ethos (pick from this list):
  + Personal experience – prove that experience makes you trustworthy
  + Good moral character – prove that values make you trustworhty
  + I’m just like you – prove that your relatability makes you trustworthy
  + Friends in high places – prove that the people you’re associated with make you trustworthy

How it’s being graded:

* This is one of two major projects this quarter. This project is worth 40 points, and your persuasive speech in March will be worth 60 points. Together, they are worth half of your quarter 3 grade.
* Total : 40 points
  + Pathos = 10
  + Logos = 10
  + Ethos = 10
  + Quality of the ad = 10

Keep in mind:

* The goal of an advertisement is to persuade someone to buy something.
* Good advertisements give facts, but they also create the right mood and instill trust in the audience—the combination of ethos, pathos, and logos.
* An advertisement shouldn’t just give information. It’s not an informational video. The facts you give are the facts that would make someone want to buy from you. You’re educating the consumer about your product.
* Consider your market: Is your video aimed at people who are in the business, or the general public? That should decide what you explain and how much explanation you need.
* Have fun with this—this is a much more entertaining way to show me your knowledge, rather than filling out handouts and taking tests. You’ve got a whole week… I want to see solid and creative.