

Everything's an Argument
"Lines of Argument" Advertising Project

AP ENGLISH

Using the ideas and techniques you've seen in the chapters we've read for this unit, work with a small group to create a total advertising campaign for a product or service. Be sure to consider the impact of emotion, character, values and facts/reason on your ability to promote your product.

Requirements for the project are listed below.

1. Print Advertising
 - a. Magazine ad (color)
 - b. Newspaper ad (black & white)
 - c. Billboard
2. TV Advertising
 - a. 30-60 second commercial
 - b. 2-3 minute clip from a ½ hour infomercial
3. Radio Advertising
 - a. 30 second commercial
 - b. Radio Talk Show excerpt
4. Public Address Speech to Congress Patent Office or Controversy Group
5. Saturday Night Live style skit parody of an aspect of your advertising campaign
6. Use of the following techniques within your campaign
 - a. Testimonial/Interview
 - b. Charts/Graphs
 - c. Facts/Reason
 - d. Surveys/Polls
 - e. Celebrity Spokesperson
 - f. Humor
 - g. Analogy
 - h. Credibility/Authority
7. Creativity, Originality and Attention to Detail and Meeting Project Requirements