**Advanced Composition**

**Unit 2 Extra Credit Options**

You may complete one or all four – up to you. Please keep in mind that points will be rewarded based on quality not completion. All Unit 2 extra credit is due no later than Friday, November 6, and it WILL NOT be accepted after this date. *Extra credit is not accepted as late work.* All are worth up to 50 points for that standard.

**Reading:** Watch TV for one hour. Keep track of every commercial that you see (make sure you have at least 10) – alternately, watch 10 commercials on YouTube. For each one, analyze the commercial as a persuasive text. Note the commercial’s use of ethos, pathos, and logos, as well as any fallacies it uses. Once you have analyzed all 10, write a one-paragraph summary of the most common persuasive appeals and advertising techniques you see used.

**Writing:** Write a persuasive speech about a problem at Pebblebrook High School. Make sure that you use all three persuasive appeals, build a strong claim with related evidence, and include a counterclaim. You must include evidence of a rough draft and revision along with your final draft. Note: your speech should be the standard five paragraphs/approximately 500 words.

**Language:** Read/listen to two speeches on TED Talks or by doing a Google search. Complete a rhetorical analysis of each one, using SOAPStone and the basic questions for rhetorical analysis (see below). You must include responses to each item in order to get credit.

**Speaking/Listening:** Present your persuasive speech (written in class) to the class. You must include all the components of an effective presentation. The speech should be memorized (you may have notes in hand), you will need to use good voice projection and eye contact, and you should be dressed for success. If you choose to do this, you need to let Ms. Yeganegi know. Your speech will be given on November 6 (due date).

**Student Choice:** If you have your own idea of something you would like to do to show your knowledge of Unit 2, please write a brief proposal, including the standard, the description, and the number of points you think it should be worth. Turn this in for approval no later than Wednesday, October 21.

Basic Questions for Rhetorical Analysis:

1) What occasion gives rise to the need for persuasion?

2) How does the speaker establish ethos (personal credibility)?

3) How does the speaker establish pathos (emotional appeal)?

4) How does the speaker establish logos (logical appeal)?

5) What is the speaker’s intention for the speech? Explain why or how you know.

a. To attack or defend?

b. To exhort or dissuade from certain action?

c. To praise or blame?

d. To teach, to delight, or to persuade?

6) How does the speaker use rhetoric to enhance the argument?

SOAPSTONE: Google this to find a graphic organizer or refer to the one given to you with the JFK speech assignment.