

Summer Reading Project 8th Grade:

Directions: Our economy is fueled by advertisements because they drive people to buy certain products. Advertisements often use different appeals to play to the emotions of the buyers. Your job is to create a digital advertisement for the book that you read.

An advertisement includes the following:

- A message that sells something
- Rational appeals based on facts and reasoning
- Emotional/persuasive appeals based on feelings

Persuasive Appeals:

- **Bandwagon appeal:** Words that appeal to people's desire to belong
- **Testimonials:** Experts claim
- **Generalizations:** Claims that are broad
- **Rhetorical questions:** The answer is obvious
- **Loaded language:** words that are opinions (incredibly delicious)

Your digital ad must include the following:

- Picture...either drawn or from the computer
- A written piece that includes some of the persuasive appeals convincing someone to read your book. It must be at least 6 sentences.
- Overall creative design and layout...completely done digitally

Rubric:

**Before starting, it would be a good idea to look at some print ads in newspapers and magazines. You can use these ads as an example to guide your work.*

Persuasive appeals: (20 points) _____

Writing Techniques: (grammar, usage, style, vocabulary, coherency, and unity) (50 points) _____

Picture: (15 points) _____

Overall Creativity: (design and layout) (15 points) _____

Total: _____