

Infomercial Project

PART 1:

As a group, you will create (describe) an infomercial. You can sell any product you want:

- all-natural cure for blindness, a pill made out of only fish-oil and wheat
- a hydrogen kit for your car that converts water into fuel!
- The bicep-bouncer – a vibrating device that strengthens your biceps
- The health blender, a blender that makes delicious smoothies, and peels your fruits and vegetables for you!

Above are a list of examples, but use your imagination. In this infomercial, you have to use all six of the peripheral methods of persuasion.

- *Reciprocity*
- *Consensus*
- *Liking*
- *Consistency*
- *Scarcity*
- *Authority*

To receive full credit, you must have all of the methods represented. Be as detailed as possible, as if you were writing an actual script for a commercial to be made
EXAMPLE:

Tom enters the room in a white labcoat and clipboard, smiling
Tom: "Are you tired of feeling depressed and lonely all day?"
Cut to a shot of female Mary looking tired
Tom: "Well then try our new TIRED-NOT miracle pill!"
Cut to a refreshed, energetic, happy shot of Mary
...

You will turn in your group's scripted commercial, and act or describe the commercial to the class.

Each group will only need to turn in one paper with the group's names on it.

PART 2:

Your group will either create an actual video using your script (you can check out cameras from the library, or use your phones and computer editing software)

-OR-

Make a full-page poster-board advertisement of your product also using at least five of the six methods of persuasion (all five or six must be visible on the poster)