11th grade American Lit Rhetoric Assessment

Imagine that you are hired by a marketing firm and your first task is to create an advertisement to showcase effective use of rhetoric. We have discussed a lot about the use of rhetoric so far in Patrick Henry’s speech, so make good use of what you have learned to create this presentation. Choose one target audience and a persuasive goal, and create an advertisement poster (like one that would appear in a full-page magazine ad) to sway the audience.

Use the information from the textbook, the Patrick Henry Rhetoric handout, and the “Crucible Rhetorical Devices” (other side of this paper) to help you create your advertisement. It may help you to browse some online or hard copy (magazine) advertisements for inspiration. Complete this assignment independently, please. You will create this on-line during one class period (tomorrow) and present from your device to the class the next day for an assessment grade. Make sure you have the following components done:

* Use at least THREE rhetorical devices from the textbook or Crucible list.
* Show at least one example of ethos, pathos, or logos.
* Your ad must be colorful, organized, and free of errors.
* Your ad must be aimed toward your TARGET audience!
* Your ad must be on ONE poster created from one of the links below.

You will work on this one entire class period-individual work only

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| **Audience Choices** (choose any) | **Persuasive Goal Choices** (mix and match) |
| Parents of teenagers  | Keep Parents off of Social Media  |
| Honors and AP students  | Stop animal testing  |
| Teachers  | Importance of space travel  |
| Children  | Internship opportunity with White House  |

 If you have another idea, please present it to me before you start. Here are a couple of free, easy tools you can use to create your advertisement poster:

**Canva.com:** <https://www.canva.com/>

Create beautiful designs and professional graphics with Canva. Edit photos, add text, elements, stickers, borders, frames and more.

**Postermywall.com:** <https://www.postermywall.com/>

Create custom posters, flyers and social media graphics. Huge selection of templates, easy to use tools.

*The Crucible* Rhetorical Devices

Repetition – There is a prodigious danger in the seeking of loose spirits. I fear it, I fear it.

Metaphor – I never thought you had so much iron in you.

Metaphor – Why, Rebecca, we open up the boil of all our troubles today.

Repetition – That’s deep, Mr. Parris, deep, deep!

Metaphor – How may they mouse frighten you, Elizabeth?

Allusion – Where she walks the crowd will part like the sea for Israel.

Hyperbole – Oh, Elizabeth, your justice would freeze beer.

Metaphor – Were I stone I would have cracked for shame this seven month.

Hyperbole – I will curse her hotter than the oldest cinder in hell.

Rhetorical question – And why not, if they must hang for denyin’ it?

Allusion – Man, remember, until an hour before the devil fell, God thought him beautiful in Heaven.

Antithesis – But you must understand, sir, that a person is either with this court or against it.

Allusion – Now remember what the angel Raphael said to the boy Tobias.

Parallelism – You saw her scream, she howled, she swore familiar spirits choked her; she even testified that Satan, in the form or women now in jail, tried to with her soul away.

Repetition – It were only sport in the beginning, sir, but then the whole world cried spirits, spirits.

Repetition – How do you call heaven! Whore! Whore!

Hyperbole – An ocean of salt tears could not melt the resolution of these statutes.

Allusion – God have not empowered me like Joshua to stop this sun from rising.

Hyperbole – A very ape would weep at such calamity.

Repetition – How may I damn myself? I cannot, I cannot.