**Group members:**

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**Political Campaign Project**

In groups of four, you and your advertising team will create a campaign commercial (using POSITIVE RHETORIC) for either the Democratic Party nominee or the Republican Party nominee.

Follow the directions below to create your PSA. At the end of the project, the class will choose the best PSA

Decide:

* **Who is the target audience?**
* **How will you appeal to this audience (ethos, pathos, logos)**
* **What rhetorical devices (at least two) will you use in your commercial?**
* **The concept for the commercial**

Once your group has developed the ideas for the PSA, you need to compose the actual party PSA.

Your presentation should include the following:

* **Graphics/Pictures/Visual/Videos (you can edit or trim videos from YouTube)**
* **Words, slogans/catch phrases, and theme**
* **Theme song/music**
* **Party symbol**
* **Major ideas, philosophies, and beliefs of the party**
* **What separates this party from the other party (How is your party better? Compare it to the other party). This will be your concession and counterargument section**
* **Important aspects/information of the political party (Democrat/Republican) that would be appealing to your target audience.**
* **CALL TO ACTION**

The end of the PSA should offer a “**Party Rationale**” segment that addresses the following questions:

* **What rhetorical devices are included in the commercial?**
* **Explain how the rhetorical devices were used in the commercial?**
* **How do the rhetorical devices impact the message of commercial?**
* **Who is the target audience, and how did your product appeal to the target audience?**