**Persuade Me! Names:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

Think of a product that you love. Is it a brand of shoes? Is it a restaurant? Have you always wanted to create your own product or invention? Now is your chance! Your assignment has two parts:

1. Invent a new product. Think about what your product looks like, sounds like, tastes like, and feels like. What does it do? How is it useful? Identify the distinguishing characteristics of your product and then create an advertisement to sell it. This option **must include** an illustration or picture of your product, a description of what the product is or what it does, and a slogan/catch phrase associated with your product (for example: McDonalds: “I’m lovin’ it” or Nike: “Just do it!”). Your goal will be to get your audience to buy your product. Your advertisement must contain at least **two different forms of figurative language** that we studied in class: *simile, metaphor, personification, idioms, hyperbole, or onomatopoeia*.

The written advertisement should include all of the minimum requirements as well as being neat, colorful, and publishable (i.e. no spelling errors, grammatical errors or messiness). This option may be created on a computer, however, there must be original artwork and personality represented on the page.

1. Write a one page “commercial” that could be read during a TV or radio advertisement to sell your product. You must use at least **three different types of figurative language** (see above) that we studied in class. Be persuasive! Why should someone buy your product? What makes your product better than the others? How much does it cost? What does it do?

Your project is due at the beginning of class on Tuesday, October 20th. We will be showing our advertisements and reading our commercials to the class on October 21st.