

Civil War Literature Week 2 Assignment

Advertising Campaign

For this assignment, you will use your historical figure and build on your biography by creating an advertising campaign which discusses an issue your historical character would support.

Step 1. Identify issue

Step 2 Create a newspaper editorial

Editorial format includes

1. Introduction, body and conclusion like other news stories. Make sure your topic has an angle that would interest readers.
2. An objective explanation of the issue, especially complex issues. Make sure your position is researched based. You need a clear thesis. Explain the issue objectively as a reporter would and tell why this situation is important.
3. Opinions from the opposing viewpoint that refute directly the same issues the writer addresses. Make sure to give opposing viewpoint first with its quotations and facts. Refute (reject) the other side (opposition) and develop your case using facts, details, figures, quotations. Pick apart the other side's logic.
4. Give a realistic solution(s) to the problem that goes beyond common knowledge. Encourage critical thinking and pro-active reaction.
5. The opinions of the writer delivered in a professional manner. Good editorials engage issues, not personalities and refrain from name calling or other petty tactics of persuasion.
6. Alternative solutions to the problem or issue being criticized. Anyone can gripe about a problem, but a good editorial should take a pro-active approach to making the situation better by using constructive criticism and giving solutions.

7. Repeat key phrases to reinforce an idea into the reader's minds.
8. A solid and concise conclusion that powerfully summarizes the writer's 10. Wrap it up in a concluding punch that restates your opening remark (thesis statement).
9. Keep it to 500 words; make every word count; never use "I"

Four Types of Editorials Will:

1. *Explain or interpret:*

- Editors often use these editorials to explain the way the newspaper covered a sensitive or controversial subject. School newspapers may explain new school rules or a particular student-body effort like a food drive.

2. *Criticize:*

- These editorials constructively criticize actions, decisions or situations while providing solutions to the problem identified. Immediate purpose is to get readers to see the problem, not the solution.

3. *Persuade:*

- Editorials of persuasion aim to immediately see the solution, not the problem. From the first paragraph, readers will be encouraged to take a specific, positive action. Political endorsements are good examples of editorials of persuasion.

4. *Praise:*

- These editorials commend people and organizations for something done well. They are not as common as the other three.

This assignment is worth 40 points

Section 2 – Billboard/ Sign

For this section of the assignment, you will need to create a billboard or sign that still discusses the issues.

Areas to consider are:

- **Essence of the idea (does your poster convey the essence of the idea of the issue that your character would support?)**
- **Is it visually stimulating to the audience?
Use of space / color / specific word choice.**
- **Neatness, creativity**

Total points for billboard /20 points

Section 3 Recruiting Speech

For this section you will need to deliver a speech addressing the issue and trying to persuade your audience to join your cause. You may use some of the same information you have in your editorial but specific grading criteria is:

- **Clear explanation of the issue involved**
- **Essence of persuasive rhetorical strategies**
- **Appropriate content**
- **Posture and eye contact**
- **Enthusiasm for subject matter**
- **Preparedness**
- **Quality of speaking**

- **Make sure to see rubric (posted on moodle site)**
- **Total points /25**