



THERE ARE SOME VERY PERSUASIVE SALESPEOPLE OUT THERE

Standards – Task 1

Students will recognize various techniques of persuasion used in advertising.

Students will use effective organization skills.

Students will use active communication skills to develop a final product.

Techniques of Persuasion

With a partner explore the ten different techniques of persuasion (see attached sheet). Your group is to create a poster by cutting up the pictures and words of one particular type of persuasion and create a collage that visually shows your technique of persuasion. When the collage is completed, attach the title of the technique of persuasion to the poster. (Helpful Hint: When designing your collage be sure to stay focused on only one form of persuasion. Be sure to discuss with fellow group members before adding anything to your collage.)

Keep in Mind

- The collage should have a minimum of 10 pictures/images from newspaper and/or magazines.
- Collage shows creativity in their display of shape, form, and color.
- The collage is neat, has eye appeal and is attractively presented
- The collage focuses on only one form of persuasion.
- The form of persuasion is clearly labeled.

Techniques of Persuasion Rubric



	4	3	2	1	Weight
Collage	Collage has 17 or more items	Collage has 13-15 items.	Collage has 11-12 items.	Collage has minimum # of items.(10)	X3
Organization	Collage is organized and shows excellent creativity of shape and color and	Collage shows some organization and creativity of shape and color.	Collage shows little organization and creativity of shape and color.	Collage is assembled with random pictures with no thought toward organization, creativity or color	x2
Focus	Collage is focused on a particular form of persuasion			Collage focuses on more than 1 form of persuasion	X5
Active Communication	It is observed that the student gives clear and concise directions or suggestions that are easily understood and executed by group members	It is observed that the student gives directions or suggestions that are comprehensible with one or two clarification questions.	It is observed that the student gives directions or suggestions that require many questions in order to be understood.	It is observed that the student does not give any directions or suggestions that are useful or easily understood.	x 3