



WEEK 7

[Globophobia](#) is the fear of balloons.

[Coulrophobia](#) is the fear of clowns.

Stephen King is a true genius.

WELCOME TO SPEECH CLASS

- Attendance & Agenda
- Warm Up
- Advertising
- Speech Notebook
- Writing Time
- Just for Fun

WARM UP

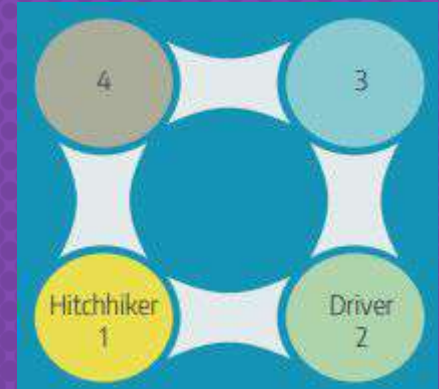
HITCHHIKER



Four chairs represent four seats in a car. One person is driving the car as a certain character. At any point, someone else will put up their thumb to be a hitchhiker and the driver will pull over to pick them up. The second person enters the car with a personality that is different than the driver's. The driver adopts the hitchhiker's personality and the game continues. As more hitchhikers enter, people in the car rotate seats from 1 through 4 and then exit the car.

Remember, the hitchhiker has a very strong characteristic: enormous sneeze every 5 seconds, extremely hard of hearing, annoyed business person, shy and timid, running from the law, etc.

Example: <https://www.youtube.com/watch?v=u-dNYQ0QBS4&t=98s>



ANALYSIS



What are these products trying to do?

What do the inventors fail to understand?

INFOMERCIALS VS. COMMERCIALS

What's the difference between an infomercial and a commercial? What do these two forms of advertising have in common? Let's learn more about the persuasive powers of these two kinds of speech.



Analysis

- What was the most memorable commercial for you? Why?

WATCH THIS!



ADVERTISING 101

What makes a good commercial? Watch this short video. Then you will be creating a short advertisement.

How would you go about sharing your product in the form of a commercial or infomercial? Think about the main points you would want to address.





First

Let's take a look at some humorous/outrageous examples.

Next

Make your own commercial (alone, with a partner or with a small group). Create a fictional item or service to sell. Use persuasive tactics too.



MORE CRAZY COMMERCIALS



Just for Fun

Here are some other worthy candidates for best commercial.



SNACK TIME: 15 MINUTES



What makes these commercials funny? What is satire?

RESEARCH AND WRITING TIME

Choose Your Option

- × Advertisement
- × Infomercial
- × Slideshow

Choose a Topic

- × Create a new product
- × Make an outrageous claim
- × Fix a problem with the worst solution

Do Your Research

- × Have some facts about your topic
- × Have reasons to stand behind your opinion
- × Back up your claims with data

You can write on paper or type in a document on your device. You can share your work today or on the last day of class. Your presentation does not need to be long.

WRITE YOUR COMMERCIAL OR INFOMERCIAL

- Express your true thoughts about a product
- Sell a new kind of hybrid car
- Advertise for people to come to your restaurant
- Diet food commercial
- Sell something no one has a use for
- Create a new toy that all kids will want
- Life insurance commercial
- Funeral home commercial



FINAL PROJECT WORK TIME

Next week will be our last class together. Therefore, use this time to write, revise, edit, or research your own oral presentation piece for next week. You may present an entertainment speech or story, monologue, rant, advertisement, informational speech or persuasive speech. It can be something you create or something you find on the internet.

It should be about 1 minute in length and probably no longer than 3 minutes. You do not need to memorize your speech, but you should practice one or two times in order to become more comfortable with what you are saying and how you say it. No one will be forced to present, but you did sign up for this class for a reason. Be prepared to share your speech during next week's final class.



AND NOW....THIS

Be sure to order your tacos correctly

