**Persuasive Video Assignment**

**Details:**

You are to pick an idea, a product, a campaign, etc. that you will use to create a 2-4 minute video that you believe will persuade viewers. You could use a topic that has already been used in a previous presentation. You will work in groups with approximately 5 people per group. The groups will be arranged by the instructor. The video should be uploaded to YouTube or submitted to the instructor 1 week before the presentations are due in mp4 format. You will need to conduct a thorough audience analysis in the early stages of this assignment to give your project better information to use in the creation of the video. You are required to turn in a detailed audience analysis by the due date. You must also create a typed outline that summarizes what the video will be attempting to persuade us of (think of it as a speaking outline for the video – but you will not be presenting a live speech as in previous assignments). You will show your video in class on presentation day and be ready to discuss(informally) any parts of the process, theories used, audience analysis, etc.

**Requirements:**

1. **Create a 2-4 minute video advocating for a product, idea, cause, campaign, etc**
2. **Conduct a thorough Audience Analysis of the target audience**
3. **Create a typed outline that lists the goal of the video and outlines its parts**
4. **Use outside research to justify claims made in the video (and possibly parts of the audience analysis). This is the same thing I asked you to do in the 2-D assignment for the explanation essay.**
5. **Create a Works Cited page for any research used in this project (APA format)**
6. **Show your video in class**
7. **Informally discuss your video with the instructor/class following the video**

**Deadlines**

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|  | **- Video Thesis due (typed)** |
|  | **- Audience Analysis Paper** |
|  | **- Outlines & Works Cited Due (typed)**  **- MP4 file of video (if not posting to YouTube)** |
|  | **- Turn in “Explanation Essay”**  **- Show Video to Class**  **- Discussion to follow each video** |
|  | **- Partner Evaluations Due** |