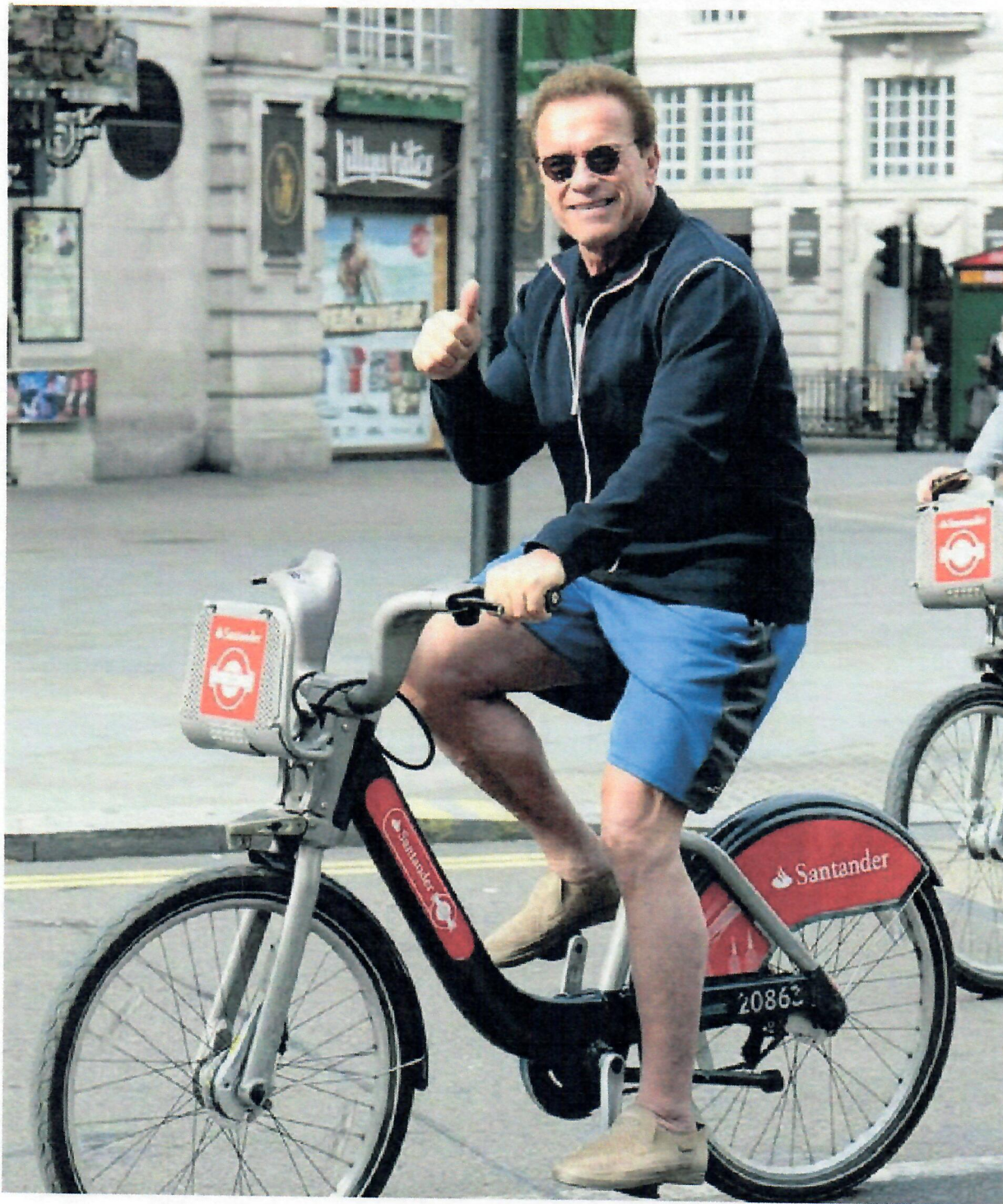"Ride Your Bike"

Evaluation – "2-D Persuasive Assignment"

PART 1 - The 2D Object 1. Submit a copy of the 2-D object 2. Demonstrates Concepts identified in Class 3. Demonstrates Concepts Identified in <u>Your</u> Summary Essay	50 /50

PART 2 - The Pitch (Speech)
 	
1. Content
    a. Complimented 2-D Object
    b. Targeted an Obvious Emotion
    Great AG & V.E.
 	
2. Organization
    Excellent power of persuasion
    a. Used an Obvious Persuasive Arrangement (outline/strategy)
    b. Easy to Follow   *"comparative advantages"*   1) Costs (car vs bike)
    c. Typed Outline   2) Pollution (" ")
                   3) Health (" ")
 	
3. Delivery
    a. Eye Contact
    b. Dynamic Delivery (showed energy appropriate for topic)
    c. Nervous Energy
	+
	(55/50)

PART 3 - The Essay (Explanation)
 	
1. Depth of Understanding
    a. Identified and Employed at Least 2 Concepts from Diff. Chs.
    b. Concepts Identified and Explained Correctly & Thoroughly
    c. Typed Summary
	50/50

	155/150

Nice Job!

RIDE YOUR BIKE...

For A Better Earth

BIKES FOR EARTH

Jorge Serrato

Thompson

Persuasion

13 March 2017

Bikes for Earth

Intro:

- Everyone uses cars
- Long term effects
- Bikes for Earth
- I will explain the problems of cars and how a bike can solve that issue.
- I'll go over the issues of costs, pollution, and health.

Body:

P: High costs (purchase price, maintenance)

S: Low cost, less maintenance

P: Pollution, Bad valley air

S: Less pollution, No fuel burning

P: Little movement

S: pump legs, burn calories, heart

Conclusion:

- I explained the problems of cars and how a bike can solve that issue.
- I'll went over the issues of costs, pollution, and health.
- See you on bike

2-D Assignment Essay

For this assignment, I created a poster for a fictional campaign called Bikes for Earth. The campaign advocates people to swap their cars as transportation with bikes. To help me persuade others, I applied celebrity selling power, iconicity, and a problem-solution strategic organization. By applying Arnold Schwarzenegger, I was able to use a famous figure many might adore or like. I accomplished iconicity by using the font of a film of Schwarzenegger that is popular and recognizable. Finally I used a problem-solution organization to point out the issues with cars and how a bike would solve those issues.

First, I used Arnold Schwarzenegger as a celebrity selling power. Arnold is famous for his films, by using him I can show someone many would recognize and like. Arnold is also famous for his physique, as a young man he was a bodybuilder whose popularity grew. By using him, I am able to show that bike riding is supported by someone who cares a lot of their own physique and I can imply that using a bike can give you a great physique as well. Lastly, Arnold is famous for being a politician. By using his image, I can show that he advocates for a cleaner Earth, this could be a big point especially for those who are conservative such as him. By using a conservative figure, I can show that it can be okay to advocate for a cleaner planet even if they support a political view which generally doesn't advocate for it.

Next, I used iconicity to persuade others. The text, "Ride Your Bike", was done in the style of the title font of the movie, *The Terminator*. By using the font of the title of that film, I

created another link to Arnold Schwarzenegger. The film is popular with many and is an iconic film of Schwarzenegger. By using that text, I was able to remind others of the film and of Arnold's portrayal as an unstoppable robot. The use of the text could remind viewers of his character and make people feel that they can be as unstoppable and strong as Schwarzenegger was portrayed.

Finally, I used a problem-solution organization to get my point across. By using the problem-solution strategy, I was able to display how the issues of a car are bad and how a bike would solve those issues and be better. By separating every issue and then stating the solution, I am able to emphasize that certain issue and emphasize how well the solution is. It also helps the audience realize all the issues individually instead of being clumped up, the issue is able to stand out and is easier to be remembered when brought up again when thinking or discussing it.

Overall, I believe I used the three concepts correctly and well. I think the use of Arnold as a celebrity selling power helped persuade people to think who he is and how his support for the campaign could be something they could do as well. His background and popularity could influence others to be like him. The use of iconicity helped as an additional point to Arnold and his career. By reminding the audience of that film, I can make them believe they can be just as powerful and unstoppable as the character of the film portrayed by Arnold. Lastly, my use of the problem-solution strategy helped my argument stick. By highlighting the individual problems of cars, I am able to show the strength of the bike as a solution. The use of it also helps by separating the issues and making them easier to recall later on.