

## Rhetorical Infomercial Skits for the Humanities Unit (Rhetorical Analysis)

Materials: 20 silly noun cards, 4 audience/unique group cards

Tech: None

Time: 50-60 minutes

Objectives:

- Students will **create** infomercial skits for a unique audience
- Students will **apply** rhetorical concepts they have learned in class
- Students will **compare and evaluate** rhetorical effectiveness
- Students will **collaborate and bond** with each other in teams

Directions:

Divide students into 4 “marketing firms”. Each group comes up with a name for their firm (such as The Wolves of Wall street, based on the wolf pack mascot of NCSU). Each group will then get 20 silly noun cards, with words such as glitter, beard, fuzz, tissue, tree, hamster, etc.

The first group picks a unique audience/occupation such as wizards, F.B.I., aliens, or football team. They then go into the hallway while the three remaining groups have four minutes to create an infomercial using two of the silly noun cards (i.e. they might create a hamster hat for zookeepers). After each group has created a skit, the hallway group comes back in and watches the skits comparing their rhetorical effectiveness.

The group then decides which skit was the most effective for the audience and why, based on rhetorical concepts they have learned (pathos, ethos, kairos, genre, etc.). As a class we create a list of effective rhetorical features. The process is repeated until every group has had a chance to be the unique audience. At the end the group who has “won” over the audience the most times wins.

At the end we debrief about the importance of rhetoric in writing and how to apply these concepts to their assignments and ways of thinking about texts throughout the class. This helps set students up to compare and contrast rhetorical effectiveness of objects and analyze the features of texts, rather than the only the content.

**Printable Noun and Occupation Cards**

Wizards

Aliens

Clowns

Boy Band

Ninjas

Zoo  
Keepers

Map

Boat

Hamster

Magnet

Pen

Glitter

Hat

Trap

Napkin

Beard

Horn

Spray

Wish

Cloud

Germ

Rope

Shield

Fire

Sand

Truth

Animal