Song and Tang China

You will be randomly assigned to market a Chinese invention. Working in groups of 4, you will have to create a presentation that persuades me, the Shark, to invest in your product. You will collaborate to create a Google Slide that is shared with your group members and me.

While all of you must collaborate, everyone has to create and present their own slide. Nobody can make more than one slide to present their information. Presentations should be well rehearsed as the rubric at the bottom will be strictly followed. Also, each of you must use a persuasive technique that you learned about in English: Bandwagon, Avant-Garde, Testimonial, Facts and Figures, and Transfer. Highlight the technique in yellow so that I can easily see it.

4 Google Slides

1. What is the problem that the invention will solve? Do not mention the invention yet. Use persuasive technique.
2. What is the invention, how does it work and how does the invention solve the problem? Use persuasive technique.
3. Who are all the people who would want to buy this? Use persuasive technique.
4. Why should Ms. Wong, the Shark, invest in it? Use persuasive technique.

**Persuasion Techniques**

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| --- |
| **Bandwagon**:Advertisers make it seem that everyone is buying this product, so you feel you should buy it, too. For example, an ad for a new video game may claim: “The ultimate online game is sweeping the nation! Everyone is playing! Join the fun!” This statement is intended to make you feel left out if you are not playing. |
| **Avant-Garde**: This technique is the opposite of bandwagon. Advertisers make it seem that the product is so new that you will be the first on the block to have it. The idea is that only supercool people like you will even know about this product. |
| **Testimonials:** Advertisers use both celebrities and regular people to endorse products. For example, a famous actor might urge consumers to buy a certain car. Pay close attention: sometimes the celebrity does not actually say that he or she uses the product. |
| **Facts and Figures:** Statistics, percentages, and numbers are used to convince you that this product is better or more effective than another product. However, be aware of what the numbers are actually saying. What does “30 percent more effective than the leading brand” really mean? |
| **Transfer**: To recognize this technique, pay attention to the background of the ad or to the story of the commercial. The transfer technique wants you to associate the good feelings created in the ad with the product. For example, a commercial showing a happy family eating soup may want you to associate a feeling of comfort and security with their soup products. |

First and Last Name \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Period\_\_\_\_\_\_\_\_\_

Shark Tank Rubric

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | **4 - Yes** | **3 – Nearly There** | **2 – Not Quite Yet** | **1 -  Not Yet** |
| **Preparedness** | Student is completely prepared and has obviously rehearsed. | Student seems pretty prepared but might have needed a couple more rehearsals. | The student is somewhat prepared, but it is clear that rehearsal was lacking. | Student does not seem at all prepared to present. |
| **Speaks Clearly** | Speaks clearly and distinctly all (100-95%) the time, and mispronounces no words. | Speaks clearly and distinctly all (100-95%) the time, but mispronounces one word. | Speaks clearly and distinctly most ( 94-85%) of the time. Mispronounces no more than one word. | Often mumbles or ca not be understood OR mispronounces more than one word. |
| **Posture and Eye Contact** | Stands up straight, looks relaxed and confident. Establishes eye contact with everyone in the room during the presentation. | Stands up straight and establishes eye contact with everyone in the room during the presentation. | Sometimes stands up straight and establishes eye contact. | Slouches and/or does not look at people during the presentation. |
| **Volume** | Volume is loud enough to be heard by all audience members throughout the presentation. | Volume is loud enough to be heard by all audience members at least 90% of the time. | Volume is loud enough to be heard by all audience members at least 80% of the time. | Volume often too soft to be heard by all audience members. |
| **Content** | Shows a full understanding of the topic. | Shows a good understanding of the topic. | Shows a good understanding of parts of the topic. | Does not seem to understand the topic very well. |
| **Persuasive Technique**  | Student effectively uses a persuasive technique that is very convincing. | Student uses a persuasive technique that is somewhat convincing.  | Student uses a persuasive technique but it’s not effectively convincing. | Student doesn’t use a persuasive technique |