

Fahrenheit 451

Ad Project

You are to use Animoto, an on-line trailer program, to create a commercial for one of the topics from the novel. You will need to use my account—kjaneway@frenship.us--0527kj.

You may choose the spin you want to take on the topic; for instance, you may decide to advertise reporting someone for possessing books or for book preservation.

You are attempting to convince the viewer to agree with your take on the topic in the form of the advertisement. You will need to make sure you use all three rhetorical appeals, ethos, pathos, and logos, in the creation of the commercial. The images and music in conjunction with the text will assist you in creating these rhetorical appeals.

You will also need to post your advertisement into your blog. In the text of the blog, you are to explain your reasoning behind the design of the project, explaining in detail with textual evidence the connection to the novel.

Due date _____

Books	Independent thought	Freedom	Firemen
The Family	Learning	Cleaners	TV Walls
Subway	Dentifrice	Shells	Cars
Incinerator	Hounds	Government	Media/News
Police	Landscaping	Community	Personal Care