**AP English Language and Composition**

**Political Campaign**

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As a means to show your understanding of both the characters of *The Great Gatsby*, and the methods of persuasion and argument, you will be required to create a political campaign marketing your candidate running for office. You may choose which *Gatsby* character and you may create the office for which s/he is running. Your campaign will include two separate parts:

*Campaign Commercial*

In GROUPS no larger than three, you will be required to create a one-minute campaign commercial touting the virtues of your candidate. You may wish to Google examples of other campaign commercials to give yourself an idea of what is typically included/not included in these commercials. Each commercial MUST:

* Include each member of your group (everyone must be on camera “acting”)
* Clearly state who it is that is running for office, and for which office s/he is running
* The platform promises to which your candidate will strive
	+ The alternative to this technique is discrediting your “opponent’s” platform promises. This is the trashier way of campaigning, but it is often done
* A conscious inclusion of specific argument techniques in your campaign. Will you use inductive reasoning? Circular argument? Claims of value? Something else?

*Campaign Speech*

INDIVIDUALLY, each of you will write a one-two minute campaign speech (about 2 pages double spaced, typed) presenting your platform to your public. Your campaign platform should follow closely with the commercial that you created with your group (meaning that your promises should be the same). Like your commercial, your campaign speech must also consciously include specific argument techniques to promote your platform. What promises are you making as a candidate? How will you deliver these promises? What makes you a better candidate than your opponent?

Your speech must follow MLA formatting (Times New Roman, double spaced, 12 point font, 1 inch margins). You must remember that YOU are the candidate for your speech, so you will write this in a first person POV.