**Class 19**: Presentations + Research Paper

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| **~~19~~** | ~~10/29 R~~ | ~~PRESENTATIONSIntro to the research paper~~ | ~~Exam review~~ |
| **20** | 11/3 T | **15 min prepPRESENTATIONS****Definition of Research Paper / 100 sample topics** |  |
| **21** | 11/5 R | QUIZ 9**TPEOEO**Topic choices (1st come, first serve)Research paper 3 (Death Penalty demo)Rubric copy | **IT/ TECH** |
| **22** | 11/10 T | **“Beat the teacher”**:Collaborative Edit Rally of 102 papers: Changes length of final paper Research paper 4 | Accounting |
| **23** | 11/12 R | **QUIZ 10 /** Research paper 5Make it real: Platitude/ Meme to Action (“we encourage”) |  |
| **24** | 11/17 T | Countermeasures/Counter arguments Giv HW 9: ARGUMENTSResearch paper 6 | Banking |
| **25** | 11/19 R **HW 9 DUE** | How to do risk analysis: Be best or get there first? Stay or Drop?Research paper 7Give HW 10 | Business Finance |
| **26** | 11/24 T**HW10 DUE** | Social media writing and reaction handling: unfriend, ban, comments, humor, burns)Introducing Group Presentations |  |
|  | 11/26 R | **THANKSGIVING** |  |
| **27** | 12/1 T | 5)RESEARCH PAPER ESSAY DUE Discuss group presentations | Exam review |
| **28** | 12/3 R | Work on Group presentations ( current event videos, 2 diff viewpoints, 5 slides/3 members ) | EXAM 4 |
| **29** | 12/8 T | Work on Group presentations |  |
| **31** | 12/10 R | Work on Group presentations |  |
| **32** | 12/15 T | ENG Honors Projects due | **Final Exam** |

END

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| TEAM | PRODUCT | COUNTRY |
| 1  | Fifa real (soccer) | Mexico |
| 2 | Coca Cola | China |
| 3 | Car | Germany |
| 4 | Coffee Machine | Saudi Arabia |
| 5 | Jeep | Australia |
| 6 |  |  |

GOAL: Choose a product to pitch for your country

GOAL: What tone do you think you will use

What factors for that country’s audience are you appealing

15 minutes to prep

Answer 5 questions re: PITCH regarding that country from the company ‘boss’

1)Why do you think this is an effective commercial?

2)Why does this appeal to your country’s audience SPECIFICALLY?

3)How does this work better than your competitor products?

4)What are a few things you knew you DID NOT want to do in your commercial (that might offend or at least not work for your audience) that has shown up in successful ads for other countries?

**5)Actual presentation score (1-5)**

0-25 x 5

100-110 reduce by one argument ( 7 to 6)

111-125 reduce by two arguments (7 to 5 arguments)

5)After EVERYONE GOES question: Why should your group (each member) get 2 points of extra credit OVER the presentations [what were their weaknesses] of other groups?