

### Schedule of Commercial Analysis Teaching Unit

Date	Topics	Readings (Read before class)	In-class tasks	Homework
Mon Day 1	Introduction	Review <i>Everything's an Argument</i> Part 2; read chapters 15 (pp. 301) and 17 (pp. 348)	Discuss understanding of commercials (V) (O) In-class free writing (W)	Explore the video resources on the assignment sheet and locate two additional sources for videos from your country. (E)
Wed* Day 2	WBTU Tutorial		Complete the WBTU tutorial section (E)	1. Review WBTU tutorial section. 2. Complete WBTU practice and assessment sections.
Fri Day 3	Rhetorical element activity		Rhetorical element activity (W) (O)	1. Choose a culture-rich commercial for the analysis essay 2. Make a story board for the commercial (V) (E)
Mon Day 4	Storyboard activity		Storyboard activity (V) (O)	1. Write a transcription for the chosen commercial (W) 2. Write <b>the first draft</b> of analysis essay (W)
Wed* Day 5	Peer review activity		In-class peer review-bring an e-copy of the chosen commercial, three copies of your analysis essay and transcription (W)	1. Make PowerPoint for oral presentation (V) (E) 2. Rehearse oral presentation (O)
Fri Day 6	Oral presentation		Oral presentation (O)	Write the <b>final draft</b> of analysis essay (W)
Mon Day 7	Oral presentation		Oral presentation (O)	Revise the <b>final draft</b> of analysis essay (W)
Wed* Day 8				<b>Final draft</b> of the analysis essay ( <b>Due</b> )

\* denotes the lab day