[**Shark Tank Pitch**](https://www.youtube.com/watch?v=VG08tL7dv0Y)

**Expo 2020 Project**

**Directions:** *After reading the Shark Tank script, read through the rubric below and then answer the questions on the following page. Make sure to write in full sentences and in paragraph format.*

**Reading For Information Rubric**

*RI 7.5: Analyze the structure an author uses to organize a text, including how the major sections contribute to the whole and to the development of the ideas*

*RI 7.6: Determine an author's point of view or purpose in a text and analyze how the author distinguishes his or her position from that of others.*

*RI 7.8: Trace and evaluate the argument and specific claims in a text, assessing whether the reasoning is sound and the evidence is relevant and sufficient to support the claims.*

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| **Mastering Standard**  **4**  **This student demonstrates a thorough understanding of how to read and analyze an argument.** | **Achieving Standard**  **3**  **This student demonstrates an adequate understanding of how to read and analyze an argument.** | **Approaching Standard**  **2**  **This student demonstrates some understanding of how to read and analyze an argument.** | **Developing**  **1**  **This student demonstrates little understanding of how to read and analyze an argument.** |
| * Student can fully explain the writer’s purpose and point of view, using specific, elaborate details from the script to support. * Student can identify and elaborately explain how the writer has used both emotional and logical appeal to persuade a Shark to invest in their product, using specific, elaborate details from the script to support. * Student can elaborately explain how the script is effective in persuading a Shark to invest and also provide ample meaningful feedback for how the writer could improve the persuasive appeal of the sales pitch. | * Student can explain the writer’s purpose and point of view, using supportive details from the script. * Student can identify and explain how the writer has used both emotional and logical appeal to persuade a Shark to invest in their product, using some quality details from the script to support. * Student can explain how the script is effective in persuading a Shark to invest and also provide adequate feedback for how the writer could improve the persuasive appeals of the sales pitch. | * Student can somewhat explain the writer’s purpose and point of view, using some details from the script, but details may fall short of being supportive. * Student can identify and somewhat explain how the writer has used emotional and/or logical appeal to persuade a Shark to invest in their product, but details may fall short of being supportive and may need some more development. * Student can provide a basic explanation of how the script is effective in persuading a Shark to invest; Student may have given some feedback about how the writer could improve the persuasive appeals of the sales pitch, but it is not adequate or effective feedback. | * Student can minimally explain the writer’s purpose with few details from the script to support; details fall short of being supportive. * Student has difficulty identifying and/or explaining how the writer has used emotional and/or logical appeal in his/her script. Details are lacking and need significant development to be supportive. * Student either cannot provide an explanation of how the script is effective or explanation is incorrect; Student’s either does not provide feedback for improvement or feedback is lacking in effectiveness. |

Score & Comments:

1. What is the writer’s purpose?
2. A) In red, highlight any emotional appeal the writer has used in the script.

B) Now, explain at least two ways in which the writer has used emotional appeal

effectively to persuade the Sharks to gain interest in the product.

3. A) In green, highlight any logical appeal the writer has used in the script.

B) Now, explain at least two ways in which the writer could have improved the logical appeal in their pitch to persuade the Sharks to gain an

interest in the product.

4. How effective do you think the writer will be in persuading the sharks to invest in their product, based on this script? Why?