Rhetorical Simulation:

Writing an Ad for Radio

Click Here to Begin

Scenario

You land an internship at a local news/talk radio station. One of your first duties is to write a commercial for a new client, an Italian restaurant in Boston's famous North End. The "spot" (as radio ads are called) will be played over the air and will also be streamed live on the station's website. The program director gives you the following guidelines. **Audience:** The average listener is between 18 – 45, employed, and is listening in the car or at work. You must provide direct contact information for listeners, traditionally done by providing a phone number at the end of the commercial. The number should be repeated, as listeners don't always hear this information correctly the first time. Your goal is to persuade the audience that the restaurant is "a great place to relax and enjoy good food with friends". The location is accessed easily by public transportation and provides validated parking. Given these guidelines, choose which of the following segments combine to create the best ad for the client.

Come down to Vincenzo's in Boston's historic North End and experience Italy, tonight! Vincenzo's features *Lasagna* like Nona used to make, *Parmesan* that will melt in your moth, and a *Cannoli* that is to die for. Everything is made by our four star chef, who won *Europe's Greatest Chef Competition* three years in a row before coming to Boston, just to cook just for you!

Vincenzo's is Boston's premiere Italian restaurant. Everything is made to order, and is cooked over an open fire, just like the great chiefs do in Italy. Specials features include *Lasagna* and *Parmesan*. And for dessert, *Cannoli* or *Gelato*. You really have to come down and try it to believe it.

Boston's best Italian dining can be found at Vincenzo's. Voted best *Lasagna* 4 years running, Vincenzo's is an exclusive dining experience that you simply must see for yourself in order to believe. Prices are reasonable and you can not lose with the good food you will find here. Bring your friends!

You chose this paragraph.

Now select another paragraph to go with it.

Come down to Vincenzo's in Boston's historic North End and experience Italy, tonight! Vincenzo's features *Lasagna* like Nona used to make, *Parmesan* that will melt in your moth, and a *Cannoli* that is to die for. Everything is made by our four star chef, who won *Europe's Greatest Chef Competition* three years in a row before coming to Boston, just to cook just for you!

But don't take our word for it, bring some friends and experience an evening of fun and fine dining. Vincenzo's is the second left after The Garden and a block away from the new parking garage. And yes, we validate parking! How's that for easy traveling? Come down and see for yourself. Find us on the web, or call us at 555-555-5555. That's 555-555-5555. Come home to old world Italy. Come home, to Vincenzos.

To find Boston's premier Italian fine dining, look us up on the web, call us at 555-555-5555, or just ask anyone in the neighborhood. They are all friends. Bring your own friends, or just come and share ours! Everybody knows where Vincenzo's is. Just ask!

You can't go wrong at Vincenzo's. From fine family dining to a romantic get away in front of the blazing hearth, or with friends on the front Piazza, Vincenzo's is the place for you. Vincenzo's is easy to get to whether you are driving, taking the “T”, or are on foot. Vincenzo's *is* Italy, transplanted to Boston, just for you!

Click Here to Return to the Last Page

You chose this paragraph.

Now select another paragraph to go with it.

Vincenzo's is Boston's premiere Italian restaurant. Everything is made to order, and is cooked over an open fire, just like the great chiefs do in Italy. Specials features include *Lasagna* and *Parmesan*. And for dessert, *Cannoli* or *Gelato*. You really have to come down and try it to believe it.

But don't take our word for it, bring some friends and experience an evening of fun and fine dining. Vincenzo's is the second left after The Garden and a block away from the new parking garage. And yes, we validate parking! How's that for easy traveling? Come down and see for yourself. Find us on the web, or call us at 555-555-5555. That's 555-555-5555. Come home to old world Italy. Come home, to Vincenzos.

To find Boston's premier Italian fine dining, look us up on the web, call us at 555-555-5555, or just ask anyone in the neighborhood. They are all friends. Bring your own friends, or just come and share ours! Everybody knows where Vincenzo's is. Just ask!

You can't go wrong at Vincenzo's. From fine family dining to a romantic get away in front of the blazing hearth, or with friends on the front Piazza, Vincenzo's is the place for you. Vincenzo's is easy to get to whether you are driving, taking the “T”, or are on foot. Vincenzo's *is* Italy, transplanted to Boston, just for you!

Click Here to Return to the Last Page

You chose this paragraph.

Now select another paragraph to go with it.

Boston's best Italian dining can be found at Vincenzo's. Voted best *Lasagna* 4 years running, Vincenzo's is an exclusive dining experience that you simply must see for yourself in order to believe. Prices are reasonable and you can not lose with the good food you will find here. Bring your friends!

But don't take our word for it, bring some friends and experience an evening of fun and fine dining. Vincenzo's is the second left after The Garden and a block away from the new parking garage. And yes, we validate parking! How's that for easy traveling? Come down and see for yourself. Find us on the web, or call us at 555-555-5555. That's 555-555-5555. Come home to old world Italy. Come home, to Vincenzos.

To find Boston's premier Italian fine dining, look us up on the web, call us at 555-555-5555, or just ask anyone in the neighborhood. They are all friends. Bring your own friends, or just come and share ours! Everybody knows where Vincenzo's is. Just ask!

You can't go wrong at Vincenzo's. From fine family dining to a romantic get away in front of the blazing hearth, or with friends on the front Piazza, Vincenzo's is the place for you. Vincenzo's is easy to get to whether you are driving, taking the “T”, or are on foot. Vincenzo's *is* Italy, transplanted to Boston, just for you!

Click Here to Return to the Last Page

Version 1-4

Come down to Vincenzo's in Boston's historic North End and experience Italy, tonight! Vincenzo's features *Lasagna* like Nona used to make, *Parmesan* that will melt in your moth, and a *Cannoli* that is to die for. Everything is made by our four star chef, who won *Europe's Greatest Chef Competition* three years in a row before coming to Boston, just to cook just for you!

But don't take our word for it, bring some friends and experience an evening of fun and fine dining. Vincenzo's is the second left after The Garden and a block away from the new parking garage. And yes, we validate parking! How's that for easy traveling? Come down and see for yourself. Find us on the web, or call us at 555-555-5555. That's 555-555-5555. Come home to old world Italy. Come home, to Vincenzos.

Click Here to Return to the Last Page

Version 1-5

Come down to Vincenzo's in Boston's historic North End and experience Italy, tonight! Vincenzo's features *Lasagna* like Nona used to make, *Parmesan* that will melt in your moth, and a *Cannoli* that is to die for. Everything is made by our four star chef, who won *Europe's Greatest Chef Competition* three years in a row before coming to Boston, just to cook just for you!

To find Boston's premier Italian fine dining, look us up on the web, call us at 555-555-5555, or just ask anyone in the neighborhood. They are all friends. Bring your own friends, or just come and share ours! Everybody knows where Vincenzo's is. Just ask!

Click Here to Return to the Last Page

Version 1-6

Come down to Vincenzo's in Boston's historic North End and experience Italy, tonight! Vincenzo's features *Lasagna* like Nona used to make, *Parmesan* that will melt in your moth, and a *Cannoli* that is to die for. Everything is made by our four star chef, who won *Europe's Greatest Chef Competition* three years in a row before coming to Boston, just to cook just for you!

You can't go wrong at Vincenzo's. From fine family dining to a romantic get away in front of the blazing hearth, or with friends on the front Piazza, Vincenzo's is the place for you. Vincenzo's is easy to get to whether you are driving, taking the “T”, or are on foot. Vincenzo's *is* Italy, transplanted to Boston, just for you!

Click Here to Return to the Last Page

Version 2-4

Vincenzo's is Boston's premiere Italian restaurant. Everything is made to order, and is cooked over an open fire, just like the great chiefs do in Italy. Specials features include *Lasagna* and *Parmesan*. And for dessert, *Cannoli* or *Gelato*. You really have to come down and try it to believe it.

But don't take our word for it, bring some friends and experience an evening of fun and fine dining. Vincenzo's is the second left after The Garden and a block away from the new parking garage. And yes, we validate parking! How's that for easy traveling? Come down and see for yourself. Find us on the web, or call us at 555-555-5555. That's 555-555-5555. Come home to old world Italy. Come home, to Vincenzos.

Click Here to Return to the Last Page

Version 2-5

Vincenzo's is Boston's premiere Italian restaurant. Everything is made to order, and is cooked over an open fire, just like the great chiefs do in Italy. Specials features include *Lasagna* and *Parmesan*. And for dessert, *Cannoli* or *Gelato*. You really have to come down and try it to believe it.

To find Boston's premier Italian fine dining, look us up on the web, call us at 555-555-5555, or just ask anyone in the neighborhood. They are all friends. Bring your own friends, or just come and share ours! Everybody knows where Vincenzo's is. Just ask!

Click Here to Return to the Last Page

Version 2-6

Vincenzo's is Boston's premiere Italian restaurant. Everything is made to order, and is cooked over an open fire, just like the great chiefs do in Italy. Specials features include *Lasagna* and *Parmesan*. And for dessert, *Cannoli* or *Gelato*. You really have to come down and try it to believe it.

You can't go wrong at Vincenzo's. From fine family dining to a romantic get away in front of the blazing hearth, or with friends on the front Piazza, Vincenzo's is the place for you. Vincenzo's is easy to get to whether you are driving, taking the “T”, or are on foot. Vincenzo's *is* Italy, transplanted to Boston, just for you!

Click Here to Return to the Last Page

Version 3-4

Boston's best Italian dining can be found at Vincenzo's. Voted best *Lasagna* 4 years running, Vincenzo's is an exclusive dining experience that you simply must see for yourself in order to believe. Prices are reasonable and you can not lose with the good food you will find here. Bring your friends!

But don't take our word for it, bring some friends and experience an evening of fun and fine dining. Vincenzo's is the second left after The Garden and a block away from the new parking garage. And yes, we validate parking! How's that for easy traveling? Come down and see for yourself. Find us on the web, or call us at 555-555-5555. That's 555-555-5555. Come home to old world Italy. Come home, to Vincenzos.

Click Here to Return to the Last Page

Version 3-5

Boston's best Italian dining can be found at Vincenzo's. Voted best *Lasagna* 4 years running, Vincenzo's is an exclusive dining experience that you simply must see for yourself in order to believe. Prices are reasonable and you can not lose with the good food you will find here. Bring your friends!

To find Boston's premier Italian fine dining, look us up on the web, call us at 555-555-5555, or just ask anyone in the neighborhood. They are all friends. Bring your own friends, or just come and share ours! Everybody knows where Vincenzo's is. Just ask!

Click Here to Return to the Last Page

Version 3-6

Boston's best Italian dining can be found at Vincenzo's. Voted best *Lasagna* 4 years running, Vincenzo's is an exclusive dining experience that you simply must see for yourself in order to believe. Prices are reasonable and you can not lose with the good food you will find here. Bring your friends!

You can't go wrong at Vincenzo's. From fine family dining to a romantic get away in front of the blazing hearth, or with friends on the front Piazza, Vincenzo's is the place for you. Vincenzo's is easy to get to whether you are driving, taking the “T”, or are on foot. Vincenzo's *is* Italy, transplanted to Boston, just for you!

Click Here to Return to the Last Page