# Design a (More) Perfect Candidate
McMurray – HUSH

1. In your think tanks you will discuss your individual candidates and combine the most favorable qualities to make a single candidate, endorsed by your group, for the presidency.

2. You will write a short bio: Name, hometown, college, graduate school, professional career, political experience, family life, humanitarian work. This information will be in the mold your group finds ideal and will go into the new "headspace."

3. You will write a political speech to be delivered to the class **tomorrow** using pathos, logos, and ethos (described below) to persuade your audience why you should be president. The speech should be between 2 and 5 minutes, be professional, and cover their top three policy pursuits within the first 100 days.

4. Focus on collaboratively writing the speech. Share a google doc between all members of the group to view, edit, contribute to the work. Nominate a confident speaker to deliver your speech.

LOGOS
Logic/reason/proof

Main technics:
- Structure of the speech (opening/body/conclusion)
- References to studies, statistics, case studies...
- Comparisons, analogies, and metaphors.
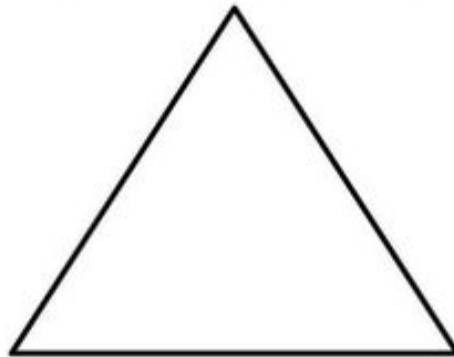
ETHOS
Credibility/trust

Main technics:
- Personal branding
- Confidence in delivery
- Cites credible sources

PATHOS
Emotions/Values

Main technics:
- Stories
- Inspirational quotes
- vivid language