

# MASTERPIECE

## The Art Auction Game

by Parker Brothers

### POWER OF PERSUASION: The Masterpiece Challenge

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For 3 to 6 players  
Ages 12 to adult



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Film 95529



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# ASSIGNMENT DETAILS...

Step

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# Step

1



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# Step

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Students will receive a piece of art with a value card, which is only known to the **ACTIONEER** (aka themselves)...not the **art collectors** (aka students) who will be bidding.



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# Step 2

Students will have 5 minutes to prepare and create their persuasive stories about the art piece they are auctioning off. **Students must include 10 hypothetical facts about the painting.**

They are encouraged to describe the:

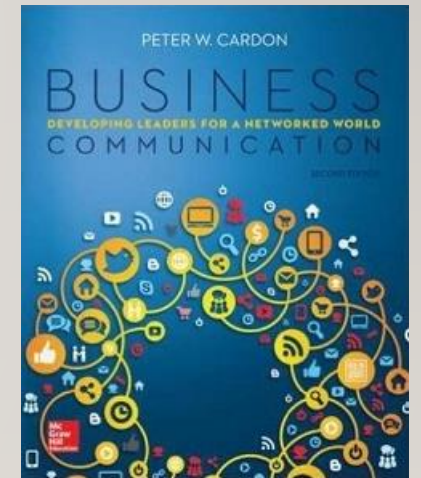
- mood of the painting
- people found in the painting
- scenery of the painting

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# Step 2

Students **MUST** base their pitch/description on the “*Components of Persuasive Messages*” found in their textbook when creating their 10 hypothetical facts or details of their painting:


- **Gain Attention**
- **Raise Need(s)**
- **Deliver Solution(s)**
- **Provide Rationale**
- **Validate Views, Preferences, + Concerns**
- **Call to Action**



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# Step 3

Each student will have to stand in the front of the room and role play as an **AUCTIONEER**.


1. **First**, they give their one minute persuasive presentation about their work of art to the **art collectors** (aka students).
  2. **Second**, the call for bidding. The first five **art collectors** (aka students) to shout out numbers can bid—it is limited due to time. All **art collectors** have no more than \$1,000,000 dollars to spend (professor keeps track of bids).
  3. **Third**, each student briefly writes down what the **AUCTIONEER** did or said to persuade them on a worksheet.
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# Step 4

Once all auctions are completed. The **art collectors** (aka students) will add up the value of their paintings. They will then be prepared to announce to the class:

1. Show their purchased work of art.
  2. Indicate how much **they** paid.
  3. Briefly describe why they were “**persuaded**” by the **AUCTIONEER** to purchase it (what particular points made them attracted to the painting based on the description).
  4. **Finally**...they will indicate what the painting was actually worth (based on the value card).
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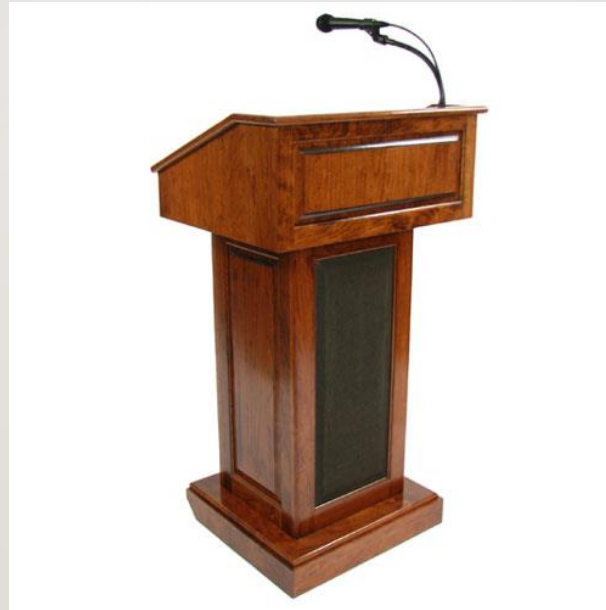
# PURPOSE OF THE ASSIGNMENT...

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- **Competitive Atmosphere**
  - **Creative Ideas + Thoughts**
  - **Components of Persuasive Messages**
  - **Constructive Criticism + Reflection**
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# MATERIALS & SET UP...

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THE BOTTOM

LINE

**BOTTOM  
LINE...**

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**POWER OF PERSUASION...The Masterpiece Challenge** is an extremely positive “active learning” experience in an effort for students to reflect and understand how important using the “**concepts of persuasion**” are when communicating with others!

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**What is PERSUASION?**

Persuasion is the act of **influencing someone** to believe or consider a certain point of view by using an argument or reasoning.

## ANY QUESTIONS?



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