Persuasive Writing

**April 25 – April 29**

**Choose 3 to complete**

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| --- | --- | --- | --- | --- |
| Beautiful People | Design an ad | INFO GRAPH | Acrostic | Lesson |
| Name 5 ads and/or commercials that use this technique. For each one – make sure you tell what the ad/comm. Is for and how they use this technique  | Choose a store in the mall and create a magazine ad for it. Your ad needs to use 2 techniques, and explain why you chose those techniques and how you used them. | Which persuasive technique do you think is the most effective? Explain your answer using pictures and graphs. | Use the word “persuasive” – and explain persuasive writing and the techniques used by creating an acrostic | Create a lesson and activity that could be used to teach an elementary class about using humor in advertising. |

**May 2 - May 6**

**Choose 3 to complete**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Fear | Choose 2 | Plain Folk | Script | Favorite |
| Name 5 ads and/or commercials that use this technique. For each one – make sure you tell what the ad/comm. Is for and how they use this technique  | Choose 2 commercials and fully answer/explain the questions that we have been looking at this week | Name 5 ads and/or commercials that use this technique. For each one – make sure you tell what the ad/comm. Is for and how they use this technique | Write a script for a television commercial. You also need to fully explain how the commercial will play out, what will the setting be, what techniques will be used, and what the purpose of the commercial is. | Fully explain your favorite magazine ad, commercial before a movie, and tv commercial. Why are each of them your favorite? Are they effective? What techniques are used? |

**May 9 - May 13**

**Choose 2 to complete**

|  |  |  |
| --- | --- | --- |
| Radio Ad | Jeopardy Category | Classroom poster |
| Write a radio ad for your favorite restaurant. Use at least 2 techniques, and explain why you chose those techniques and how you used them. | Create a set of 12 questions/answers that could be used in Jeopardy under the Category “Persuasive Writing” | Create a poster that could be displayed in a classroom that fully explains two persuasive techniques |