

# Advertisement

## Overview:

Hear Ye! Hear Ye! Your students have ideas; let them shout those ideas out loud... with advertisements!

## Procedure:

1. Explain to students that they will be making advertisement posters and advertisements to advertise a specific aspect of the school (i.e. advertise the new menu item in the cafeteria, the new sports equipment in the gym, a new staff member, a pep rally or dance, an activity that can be completed at school, etc).
2. Show examples of advertisements that exist in magazines, newspapers, TV commercials, etc.
3. Work with your students to brainstorm a list of possible events or items that they can advertise. Once a list has been made, choose one topic for all students.
4. Encourage students to use adjectives to describe their item/activity and to make the advertisement visually appealing through the use of color and graphic images.
5. Place the completed advertisements throughout the school.

## ASOLs Covered in this Activity:

**5E--WP 3c:** The student will select an event or personal experience and write one thing about it.

**Extension Idea:** Ensure that the topic of your students' advertisement is an event (*pep rally, dance, basketball game, etc.*).

**5E--WP 7a:** The student will write to convey ideas and information clearly by selecting a topic using related visual, tactual, or multimedia information.

**Extension Idea:** Students should include many different visual, tactual, and multimedia effects to their advertisement to strengthen the message they are trying to convey.

**5E--WE 1c:** The student will capitalize the first letter of a familiar place.

**Extension Idea:** Encourage students to use proper capitalization when writing their advertisements and using familiar places (such as the name of your school) in their writing.

**8E--WP 3a:** The student will write a persuasive report and support it with reasons or other relevant evidence.

**Extension Idea:** Encourage students to include supporting details in their advertisement.

**8E--WE 3a:** The student will use standard English rules when writing by using ending punctuation and capitalization when writing a sentence or question.

**Extension Idea:** Help students to focus on using correct punctuation and capitalization when writing their advertisements.

**HSE--WP 5a:** The student will write to express opinion with supporting information about a topic or text and a concluding statement.

**Extension Idea:** Ensure that students express their opinion about their chosen event or topic that they are advertising.

**HSE--WE 1a:** The student will use standard English rules by using correct punctuation when writing.

**Extension Idea:** Help students to focus on using correct punctuation when writing.

**Materials Needed:**

- writing surface (poster board or large sheet of paper)
- sample advertisements
- colored pencils/markers/crayons
- magazines with pictures
- scissors
- glue
- other art materials as necessary

**Setting:**

Classroom

**Community Connections and/or Peer Interaction:**

After visiting a place of interest in the community, have students develop advertisements to encourage their peers to visit as well.

**Functional Activity/Routine:**

Use advertisements to entice students to complete functional activities that they may be unmotivated to do (i.e. brushing teeth, washing dishes, etc).

**Strategies to Collect Evidence:**

- Anecdotal evidence can be used to document individual student performance.
- Include the student-produced work sample. If the advertisement poster is too large to submit, take a photograph.

**Specific Options for Differentiating this Activity:**

- Allow students to use their preferred “pencil” to complete this activity. This may include a writing utensil, keyboard, alternative pencil, or dictating to a scribe.
- A student in any of the developmental stages of writing can complete this activity.
  - \*If your student is a scribbler, be sure to reinforce his/her product as authentic writing, and if necessary, help assign meaning.
- Encourage group work. (This may not yield evidence for your VAAP, but it is a great way to teach the concepts.)
- When students are choosing topics, they may require a field of choices