

Grade
Level:

8th

Content
Area:

Reading

Title:

Don't Believe Everything You Read

Date:

02/21/08

Content Objective:

The student will: understand and identify persuasive techniques. Students will understand commercials, print ads, and other propaganda used and the purpose. They will also identify target audiences and setting.

Academic Literacy Objective:

Students will use critical thinking skills to analyze commercials and print ads.

Introduction:

Students will be given several ads from magazines to discuss. Students will also discuss favorite and most memorable commercials and watch a Levi Jeans commercial.

Concept Development:

1. Reading, Listening, and Speaking
 - Reading and discussing print ads.
 - Speaking in groups to discuss persuasive techniques
 - Discussing as a class target audiences and setting
2. Vocabulary
 - Define propaganda
 - List examples
 - Define persuasive techniques
 - List examples

Student Practice:

In cooperative groups, students will analyze print ads. The students will discuss the persuasive techniques used in propaganda. The students will be given the opportunity to create brochures, ad, and commercials with persuasive techniques.

Assessment :

The students will be informally assessed based on persuasive technique of an ad, commercial, or brochure.

Closure :

In closure, students will have opportunity to create brochure for specific target audience and product. The students will present to class.

Materials :

Internet, Magazines, Newspapers, Project Clear

Modifications :

Check for understanding, Ext. time/shortened assign. Redirection

Other :

For homework, the students will watch a commercial and analyze it.