

			Act: 5W5
Grade: 5	Strand: Writing	Concept: Compose text for an advertisement	
Description of Task:	Students create an advertisement to sell a product from an Early Civilization.		
Expectations:	<p>5e1 communicate ideas and information for a variety of purposes (e.g., to present and support a viewpoint) and to specific audiences (e.g., write a letter to a newspaper stating and justifying their position on an issue in the news);</p> <p>5e3 organize information to convey a central idea, using well-developed paragraphs that focus on a main idea and give some relevant supporting details;</p> <p>5e5 produce pieces of writing using a variety of forms (e.g., stories, poems, reports), narrative techniques (e.g., first- and third-person points of view, dialogue), and materials from other media (e.g., illustrations);</p> <p>5e8 proofread and correct their final drafts, focusing on grammar, punctuation, and spelling;</p> <p>5e18 routinely introduce new words from their reading into their writing;</p> <p>5e20 select and use words to create specific effects (e.g., to create a mood);</p> <p>Early Civilizations</p> <p>5z2 identify physical and social needs of people in early civilizations and compare the ways in which these needs were met</p> <p>5z5 demonstrate an understanding of the basic features of early civilizations</p> <p>5z10 identify some of the major scientific and technological achievements of early civilizations (e.g. in architecture, sculpture, medicine);</p> <p>5z14 use appropriate vocabulary (e.g., culture, myth, legend, civilization, technology, democracy) to describe their inquiries and observations;</p>		
Software Type:	Word Processing (AppleWorks 6) <u>OR</u> Desktop Publishing (MS Publisher)		
Computer Skills Prerequisite	Students must be able to: <ul style="list-style-type: none"><li>• Run a desktop publishing program</li><li>• Make selections from a publication wizard</li><li>• Enter text</li><li>• Choose appropriate font sizes, colours, and styles</li><li>• Save and print finished work</li></ul>		
Student Instructions: (for teacher)	<ol style="list-style-type: none"><li>1. Set the context for students by telling them that they work for an advertising company in the era of an early civilization. Their task is to create an advertisement to sell a product from that time.</li><li>2. Ask students to make a list of products that people in those times would like to purchase. (e.g. tortillas, statues, tools, cooking pots, etc.)</li><li>3. Ask students to choose one item from their lists and to create a brainstorming web of descriptive words and phrases relating to that item. This activity can be done on the computer using a concept mapping program. (See activity <b>5W1_Brainstorming</b> for detailed instructions.)</li><li>4. Tell students that they are to use their ideas to create an advertisement for a magazine to sell their product. Gather magazines for them and show them good design elements.</li><li>5. Ask students to prepare a paragraph of text for their advertisements. They may do this in a word processing program, or in a desktop publishing program. Instructions have been included for both.</li><li>6. Tell students to use alliteration in the title of their ad, or in the text to grab the reader's attention. (Alliteration is the repetition of the same consonant sound at the beginning of two or more words. – e.g. "Mayan Munchies", "Better Bowls", "provides powerful protein plus")</li></ol>		
Teacher Notes:	This activity focuses on the "first draft" stage of the writing process. The other stages may be completed on the computer, or in print.		

	<p>This activity references the Social Studies curriculum, but other curriculum-related topics are also appropriate.</p> <p>Related offline activities:  Students can draft their text offline, and then type it in a word processing program to use the editing functions.  Students can print their text, and then add a picture by handdrawing or cutting and pasting a picture from a magazine.  Students can revise and edit each other's work.</p>
	<p>Activity Template File: Y <input type="checkbox"/> N <input checked="" type="checkbox"/>      Student Instruction BLM: Y <input checked="" type="checkbox"/> N <input type="checkbox"/></p>
Assessment:	<ol style="list-style-type: none"> <li>1. Did the students develop a well-organized brainstorming web for the ad? (curriculum)</li> <li>2. Did the students use expressive and creative language? (curriculum)</li> <li>3. Did the students use vocabulary from other subject areas appropriately? (curriculum)</li> <li>4. Did the students select resources and learning materials (dictionary, thesaurus, etc.) independently? (learning skills)</li> <li>5. Did the students work well without supervision and follow written instructions independently? (learning skills)</li> </ol>