

Grade: 4	Strand: Writing	Concept: Compose text for an advertisement
Description of Task:	Students create an advertisement to sell a product from medieval times.	
Expectations:	<p>4e1 communicate ideas and information for a variety of purposes and to specific audiences (e.g., write a brief research report on a class investigation for classmates);</p> <p>4e2 begin to write for more complex purposes (e.g., to present and discuss their opinions and viewpoints, to pose questions, to record information);</p> <p>4e6 produce media texts using writing and materials from other media (e.g., a cartoon);</p> <p>4e7 revise and edit their work, using feedback from the teacher and their peers;</p> <p>4e8 proofread and correct their final drafts, focusing on grammar, punctuation, and spelling;</p> <p>4e20 introduce vocabulary from other subject areas into their writing;</p> <p>4e22 choose words that are most effective for their purpose (e.g., to describe vividly);</p> <p>Medieval Times, Overall Expectations</p> <p>4z1 identify the distinguishing features of medieval society;</p>	
Software Type:	Word Processing (AppleWorks 6) <u>OR</u> Desktop Publishing (MS Publisher)	
Computer Skills Prerequisite	<p>Students must be able to:</p> <ul style="list-style-type: none"> • Run a desktop publishing program • Make selections from a publication wizard • Enter text • Choose appropriate font sizes, colours, and styles • Save and print finished work 	
Student Instructions: (for teacher)	<ol style="list-style-type: none"> 1. Set the context for students by telling them that they work for an advertising company in medieval times. Their task is to create an advertisement to sell a product from that time. 2. Ask students to make a list of products that people in medieval times would like to purchase. (e.g. armour, tools, smocks, etc.) 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 4W1_Brainstorming for detailed instructions.) 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. 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. 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. "Medieval Munchies", "Awesome Armour", "provides powerful protein plus") 	
Teacher Notes:	<p>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> <p>This activity references the Social Studies curriculum, but other curriculum-related topics are also appropriate.</p> <p>Students may use Appleworks or MS Publisher. Instructions are provided for both.</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"> 1. Did the students develop a well-organized brainstorming web for the ad? (curriculum) 2. Did the students use expressive and creative language? (curriculum) 3. Did the students use vocabulary from other subject areas appropriately? (curriculum) 4. Did the students select resources and learning materials (dictionary, thesaurus, etc.) independently? (learning skills) 5. Did the students work well without supervision and follow written instructions independently? (learning skills)