

**Lesson Title:** Persuasive Writing Exercise

<b>Curriculum Area:</b> English Language Arts	<b>Author:</b> Elizabeth Howlett
<b>Grade Level:</b> 6	<b>Author Contact:</b> hclhw@stu.ca
<b>Time Required:</b> 2 x 45 minute periods	<b>Instructional Groupings:</b> Whole class, groups of 4
<b>Standards:</b> 2.2 use word choice and emphasis, making a conscious attempt to produce a desired effect	
<b>Materials:</b> Persuasive Words and Expression handout, Reader's Theatre Infomercial Instructions handout, cut up sheets of paper with list of objects to choose from	
<b>Overview:</b> In this lesson students will examine infomercials to brainstorm persuasive vocabulary and write their own reader's theatre to convince their audience to buy a randomly chosen product.	
<b>Assessment:</b> Understanding will be formatively assessed by the teacher through class discussion and observation of student presentations.	
<b>As a result of this lesson/unit students will...</b>	
<b>Understand:</b> the use of specific language to persuade	
<b>Know:</b> vocabulary/expressions that can be used to strengthen a persuasive writing piece	<b>Do (Skills):</b> use specific vocabulary/expressions to write a persuasive writing piece
<b>Introduction:</b> Discuss with students the role of advertising: what is their goal? how do advertisers achieve this goal? (5 minutes)	
<b>Steps in the Lesson:</b> <ul style="list-style-type: none"><li>• Show the Sham-Wow and Snuggie infomercials to demonstrate how language can be used to persuade (5 minutes)</li><li>• Discuss as a class what strategies are used to try and convince the audience to buy their products. What role does language play? What expressions are used throughout to "sell" the audience? (10 minutes)</li><li>• Distribute Persuasive Words/Expressions handout</li><li>• Numbered heads to divide students into groups of 4</li><li>• Each group will randomly choose an object name from a hat (see object list attached)</li><li>• Each group will then write a short reader's theatre/skit to try and convince the audience to buy their product (40 minutes)</li><li>• Each group will present their reader's theatre in front of the class (20 minutes)</li></ul>	
<b>Closure Activity/Wrap up:</b> <ul style="list-style-type: none"><li>• Class discussion on the use of persuasive language: how did it make them feel? Were they tempted to buy any of the products? (10 minutes)</li></ul>	
<b>Differentiation:</b> This lesson is designed to engage kinaesthetic learners in the writing process; however, students who are not comfortable presenting in front of the class will not be required. They will have the option of simply participating in the activity by drafting the script with their group members.	
<b>Additional Resources:</b> Sham-Wow YouTube Video: <a href="http://www.youtube.com/watch?v=QwRISkyV_B8">http://www.youtube.com/watch?v=QwRISkyV_B8</a> Snuggie YouTube Video: <a href="http://www.youtube.com/watch?v=2xZp-GLMMJ0">http://www.youtube.com/watch?v=2xZp-GLMMJ0</a>	

## Persuasive Words and Expressions

Need	Don't wait	Miracle
Must	Special	Sensational
Act now	Limited time	Last chance
Revolutionary	Remarkable	Bargain
Two for one	Hurry	Virtually
More	Unique	You won't regret it
Before it's too late	Amazing	Call now

## Reader's Theatre Infomercial Instruction Sheet

After having randomly drawn an object from a hat, you will work in groups of 4 to write your own infomercial in a reader's theatre format to convince the audience (your classmates) to purchase your product. When writing your reader's theatre, keep in mind the format listed below that an infomercial usually follows:

1. Introduce your product
2. Explain how it works
3. Customer testimonials
4. How to order
5. Limited special offer!

Please refer to the “Persuasive Words/Expressions” when writing your reader's theatre infomercial. You must use at least three words or expressions identified on the list. Remember to be creative!



**Objects for students to draw from:**

Lawn Mower	Mop
Sun Screen	Mouse Trap
Computer	Snow Shovel
Broccoli	Spork (spoon fork combo)