

Product Ad Example
By
head games
montage

thick headed-

A simple way to “turn over a new leaf”, this hair thickening shampoo promises to deliver a hair altering experience. Contains an exclusive concentrated wheat protein-fortified blend that actually bonds to hair to bring out extra volume and thickness for hair strands that are in too fine of a condition.

tangle buster-

Remember how your mother always told you “It’s what’s inside that counts?” She was right. This daily conditioner contains aloe vera moisture beads that penetrate deep into the inner depths of hair while re-energizing elasticity and strength. Laughs in the face of even the toughest tangles, leaving hair looking and feeling soft, smooth, and glossy with shine.

Product Persuasion ! Name _____ Date _____

Homework Project Timeline:

Check-Off	Date	TASK:
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- _____ Due _____ **Brainstorming 1 session (25 daily points)**
 - _____ Due _____ **Choose a topic (25 daily points)**
 - _____ Due _____ **Brainstorming 2 session (25 daily points)**
 - _____ Due _____ **Graphic organizer (50 daily points) EXTRA CREDIT!**
 - _____ Due _____ **First draft (100 daily points)**
 - _____ Due _____ **Peer revision 1 conference (25 daily points)**
 - _____ Due _____ **Second draft (50 daily points)**
 - _____ Due _____ **Peer revision/editing 2 conference (25 daily points)**
 - _____ Due _____ **Final draft (100 TEST points) w/ ART Part!**
- This assignment is worth 275 daily points and 100 test points.**

Make sure you have:

- _____ Head all your drafts with name, date, and student number.
- _____ A title on each draft on the title line.
- _____ Minded your margins.
- _____ Cursive written the second draft.
- _____ Used a Fifth Grade Journey Sheet when editing each draft.
- _____ Check for the use of the six-traits of writing.(idea and contents, voice, word choice, sentence fluency, organization, and conventions)
- _____ An adult's signature on the first draft, after he/she edited your writing.
- _____ Skipped lines on all drafts, including typed drafts.(double spaced)
- _____ Turned in all papers stapled together: Fifth Grade Journey Sheet
 - Direction/ Suggestion Sheet
 - Pre-Writing Plan Sheet w/ Cluster(WEB)
 - Draft 1 and Draft 2
 - Final Draft-Typed
 - Project Timeline on Top

Product Persuasion

* Selling your favorite product!

Step Two

*Before you start writing this assignment, you must have brought your favorite product to school, empty.

Persuasion- Writing which is meant to change the way a reader thinks or acts. Convincing someone to buy your favorite product.

Writing a persuasive paragraph/ad will help sell your product to anyone that reads your description.

Prewriting

Draw a Subject/Idea Web on the back. (See example)

Fill in the web using your object you brought. (The whys, hows, whats, etc.)

Plan your Ad Description

Focus on your object.

Think about your audience.

Convince those reading to agree with how you feel about your product.

Gathering and Organizing Details

List details about your subject.(Maybe from your Idea Web)like:

☺ size

☺ shape

☺ color of your object

☺ *Recall* an interesting story (anecdote) related to the object

☺ *Compare* it to other objects

☺ *Ask yourself why this object is (or was) important to you*

Collect any additional ideas that will give more information, to support your product popularity.

Writing the First Draft

Beginning

Title helps identify your product.

Introduce your product.

State your opinion of your product.

Middle

Main ideas with supporting details.

Extend your ideas with personal happenings, or story.

Put your strongest ideas first.

Ending

Your last thoughts should restate your opinion and the facts that support it.

Revising

With a peer editor:

Follow the *Fifth Grade Journey* sheet. Fill in the top and name of peer editor(Do all letters, skipping the draft 2 direction.)

Editing and Proofreading

Make the necessary changes and improvements to the first draft.

Write a second draft before sharing your writing.

Self Assessment

Fill out a rubric.

Peer Assessment

Fill out a rubric for each other; your editor partner will now assess your advertisement/ paragraph.

Rubric for a Persuasive Description Ad

Date: _____ St.#: _____ Title: _____
Evaluator: _____ Writer: _____

Score each of the following aspects of the essay from 1 to 5 with 5 very strong and 1, very weak.

1. ___ **Introduction is interesting.**
2. ___ **Opinion is stated clearly.**
3. ___ **Middle ideas support opinion.**
4. ___ **There are extended ideas/ anecdotes or personal examples of product use.**
5. ___ **Essay ends with a call to action.**
6. ___ **Most important idea is first.**
7. ___ **The appropriate audience is addressed.**
8. ___ **A variety of sentence patterns is used.**
9. ___ **Details are specific and interesting.**
10. ___ **Opinion is restated in the end of ad.**
11. ___ **The title helps identify the ad's object/subject.**
12. **The most important thing to work on to improve this essay is**

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Product Persuasion
Step One!

With this special homework request, you will need to bring in your favorite product that you use all the time. Is there only one kind of brand that you want to buy for your favorite object?

Your product must:

Be clean

Be empty

In a plastic bag with your name on the bag

Be dry, without any liquid in side

You have six days to get your product to school. Due: Thursday, March 16th, oo.

Other steps to complete this project will be assigned in class.

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Status of the Class- Product Persuasion Project!

Call each student's name and circle what step they are doing.

Names

Circle One:

Date:

	Draft 1	Editing	Draft 2	Revising	Computer	Art
1.						

2.	
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FIFTH GRADE JOURNEY SHEET *1st & 2nd Draft*

Name: _____ Date: _____

Title _____ Stu. # _____

A. READ your draft to Yourself.

B. READ your draft to a **FRIEND**.

Whom did you read it to? _____

Let your Friend tell you what was GREAT.

Let your Friend ask you questions.

C. Write **Draft 2!** Have a title!

Now do letters A & B once more plus letters D, & E!

D. Put on your editing hat.

Edit your draft for:

_____ Trait (s) (**I**deas, **O**rgan., **V**oice, **W**ord Ch., **S**.Fluency)

Conventions:

_____ spelling (Circle **part** of word that needs help.)

Priority words: (List words below)

_____ Punctuation/run-on sentences, etc.

_____ Capitals (put three little lines under letter)

E. Turn into teacher's brown box. **Ms. Barber will grade writing.**

F. **Draft 3-** Do letters A-through E, once again w/ student editor.

This is what I have my students do after they have completed a draft that requires, or has been assigned a multi- draft piece of writing. (*Benchmark LA.B.1.2.2 GLE pp.9-190; LA.B.1.2.3 GLE pps.11-12.*)

I've **rewritten** the form to help students use the **Six- Traits!**

jbmflutist@aol.com

Barberj@mail.santarosa.k12.fl.us

Name _____ Date _____ St.# _____

Type of Paper: **Persuasive**

Ideas and Content _____

Comments:

- clearly states a position on an issue

Developed by Jeanne Barber-Morris, East Milton Elementary School, Santa Rosa School District

- supports the position with sufficient elaboration, including appropriate facts and experts' opinions
- includes an effective introduction and conclusion
- uses logical reasoning and answers opposing viewpoints
- ends with a strong summary or call for action

Sentence Fluency _____**Comments:**

- includes transitional words and phrases to show relationships among ideas and maintain coherence within and between paragraphs
- uses a variety of sentence structures
- sentences are clear and avoid clutter

Organization _____**Comments:**

- uses a logical, effective organizational strategy
- explains reasons in well-developed paragraphs

Voice _____**Comments:**

- uses own, unique style
- writes honestly, as if the reader was standing right there; doesn't try to impress the reader
- writes with confidence and enthusiasm

Conventions _____**Comments:**

- contains no more than two or three minor errors in grammar and usage
- contains no more than two or three minor errors in spelling, capitalization, and punctuation

Total Score _____**Product Persuasion Cluster Web- Pre-Writing!**

Name _____ Date _____ St. # _____

1. Draw at least three lines out from the middle picture. 2. Draw oval shapes on the ends. 3. Write three ideas you need for your ad and object to sell. 4. Extend the web by drawing lines from each oval shape, with circles on the end. 5. In each circle, write relating words for each one. Follow

teacher's example.

(Example product!)

