



Author(s): David Nohara			Lesson Title: Buy this car!			
Grade Span			ICLE Application Model			
K-4	5-8	9-12 XX	A	B	C	D XX

Instructional Focus:

Language Arts Integration—Students synthesize individual language arts skills
Listening—Students listen for a variety of purposes appropriate to the grade level
Writing—Students write for a variety of purposes and audiences with sophistication and complexity appropriate to the grade level
Reading—Students read a variety of grade level materials, applying strategies appropriate to various situations

Performance Task

Students work at an advertising agency and have been asked to develop a television and magazine advertising campaign for a new car. Before they develop the commercials and the ads, however, they are told to be sure they are responding to the competition. Working in groups, students analyze one videotaped television commercial and two magazine ads for cars (supplied by the teacher). For each commercial and ad, the students must identify at least three points made by the ads, either directly or implied, how those points are made, whether they are based on facts or opinions, and whether these points are made effectively and why. Students then propose three points for their own advertising campaign, describe how they would make those points on television and in a magazine ad, and provide a justification for doing so. They are to state the results of their analysis and their ideas for the advertisements in a memo to the project director.

Materials: Videotaped commercials and magazine ads.

This activity can be extended by having students actually write the scripts for the commercials and text for the advertisements.

Note: The activity can be done with products other than cars. Car advertisements fit well since they are fairly common and tend to have a mix of fact-based and psychological/emotional appeals.

ICLE Essential Skills

Analyze, evaluate and critique such events as current events, political campaigns, advertisements and media. (ela 17)
Listen, comprehend and summarize essential information from a variety of sources such as speeches, plays, commercials on radio and television, and political debates. (ela 25)
Gather information from a variety of sources, including electronic sources, and summarize, analyze, and evaluate its use for a report. (ela 3)
Assess the validity and accuracy of an informational selection. (ela 18)
Identify, collect and/or select pertinent information while reading. (ela 5)
Understand and use graphs, charts, and visuals to enhance informational writing and oral presentations. (ela 29)
Apply in writing the rules and conventions of grammar, usage, punctuation, paragraphing and spelling. (ela1)
Participate, sometimes leading, in group meetings by contributing, taking turns speaking, and working toward a common goal. (ela 20)

Scoring Guide:

	Excellent (20-30 for analysis and proposal; 28-40 for memo)	Satisfactory (10-19 for analysis and proposal; 14-27 for memo)	Unsatisfactory (0-9 for analysis and proposal; 0-13 for memo)
Analysis (30 points)	20-30 points Identifies required number of advertising claims; shows awareness of the different types of claims; differentiates between types in all or almost all cases; provides analysis of the effectiveness of advertising strategies, showing appreciation of how people besides themselves may view the same information	10-19 points Identifies required number of advertising claims; show awareness of the different types of claims; differentiates between types in most cases; provides analysis of the effectiveness of advertising strategies, although analysis may be occasionally flawed or weak	0-9 points Identifies only a few claims; show little awareness of the different type of claims and little ability to differentiate between them; provides little discussion on their effectiveness
Proposal (30 points)	20-30 points Proposes required number of ideas; justification for ideas shows appreciation of how information will be viewed; shows added attention on the need to persuade the audience	10-19 points Proposes required number of ideas; justification for ideas shows appreciation of how information will be viewed, although reasoning may be weak in one of the three cases	0-9 points Does not propose required number of ideas; in two or more cases, justification does not address need to persuade or how information would be viewed
Overall memo (40 points)	28-40 points Shows logical organization (such as division between analysis and proposal); consistently follows direct (memo) style of writing; is persuasive; obeys rules of standard written English	14-27 points Shows logical organization (such as division between analysis and proposal); shows recognition of need for direct (memo) style of writing but may not consistently follow it; obeys rules of standard written English	0-13 points Shows lack of organization; does not use appropriate style of writing; frequent grammatical mistakes

Keywords

English Language Arts	Mathematics	Science
Reading: comprehension, viewing	Algebra	Earth Science
Writing: persuasion	Geometry	Life Science
Communications: audience	Statistics	Chemistry
Literature	Calculus	Physics
Other	Trigonometry	Other
	Other	