Lesson Overviews for Teachers

The following are teacher instructions for the lessons in this Teaching Guide.

You may share the goals for each lesson with your students as you prepare to teach this unit.

The following are teacher instructions for the lessons in this Teaching Guide.

Lesson 1: Persuasive Communication

Language Arts Goal:

You may share the goals for each lesson with your students as you prepare to teach this unit.

Materials:

Pen and paper;

Materials:

effective persuasive presentation
communication and to understand how to combine all elements into an effective persuasive communication

To review the elements of persuasive communication

1. Review the concept and purposes of persuasive writing with students. There must be:

- concrete, specific details that are informative and support your point of view
- attention-grabbing images, words carefully to provide details that are informative and support your point of view
- a visually attractive presentation

2. Explain that persuasive writing is often used to promote a product or sell a point of view or take a particular action.

3. Review the qualities of effective persuasive communication with students. There must be:

- concrete, specific details that are informative and support your point of view
- attention-grabbing images, words carefully to provide details that are informative and support your point of view

4. Based on class discussion, use dry erase markers to draw a sample storyboard for your commercial using colored markers.

Using colored markers, write an outline that describes the benefit of the product your team will persuade consumers to buy. Use the outline below to help you get started.

I. Product name

II. Action (What will the product do? What is its purpose?)

III. Target customer (Who will buy your product?)

IV. Why should this consumer buy the product?

1. What is the main message you want your audience to know about the product?

2. What tone will you use: Funny? Serious? Informative?

3. What message will you use to catch the audience's attention?

4. What visuals will you use to communicate your message?

5. Elicit a discussion of the significance of the specific word choices by referring to these lists when choosing words to promote your products.

- Choose Your Words Wisely

- Generate Your List

- Evaluate for Appropriateness

- Revise as Needed

- Select Persuasive Words

6. Encourage teams to finalize their overall marketing details for their commercials and present them to the class.

7. Using the wrong word or words can generate a negative feeling about your product. Continue generating your list and keep your audience in mind—targeting language that is appropriate for the audience.

8. Developing your ideas from the outline you created in Lesson 1, creating a word list to support the product.

9. What about the advertisement further discussion by asking students:

- Are the word choices targeted to a specific audience?
- Is the word choice effective at driving the point?
- Is the word choice clear and concise?
- Is the word choice supported by relevant and compelling evidence?

10. What is the main message you want your audience to know about the product?

Here are some words to get you started:

WARM

STURNG

BEAUTIFUL

EASY

HEALING

FRIGHTENING

CALM

Student Reproducible 1

Words Wisely

Here are some words to get you started:

Choose Your Words Wisely

1. What is the main message you want your audience to know about the product?

2. What tone will you use: Funny? Serious? Informative?

3. What message will you use to catch the audience's attention?

4. What visuals will you use to communicate your message?

Presenting Persuasively

Here are some words to get you started:

MESSAGE

1. What is the main message you want your audience to know about the product?

2. What tone will you use: Funny? Serious? Informative?

3. What message will you use to catch the audience's attention?

4. What visuals will you use to communicate your message?