Unit 2 Name:

Date:

2-1: Analyzing Advertisements & Descriptive Writing

1. Analyze and Evaluate

Choose **one** of the advertisements on pp. 70-75 in **Literacy in Action 5A**.

* Better than Being There! pp. 70-71
* Be a Winner pp. 72-73
* Wired Sounds pp. 74-75

Using Nancy’s Read-Aloud strategy, answer the following questions for the advertisement you chose (p. 71, 73 or 75):

1. What do you see? For example, what techniques are the advertisers using (refer to the techniques on p. 67)? Provide details to describe your response. ( /3 marks)

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1. How does the advertisement make you feel? What details lead you to this emotion? ( /2 marks)

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1. What does the advertisement want you to do? Provide evidence to support your response. ( /2 marks)

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1. Is this advertisement effective? Why or why not? ( /2 marks)

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**Total: /9 marks**

1. Write a descriptive paragraph.
2. Choose **an item** in an advertisement that catches a viewer's attention such as food, clothing, toys etc.
3. Introduce the item to your reader. Describe how the object appeals to the five senses.

* Describe what the viewer sees when they look at the item.
* Describe the distinct taste of the item. You can use similes and metaphors to make unusual comparisons.
* Describe the smell.
* Describe how the item feels.
* Describe how the item sounds.

1. Describe unique features of the object. Use significant adjectives.
2. Conclude and leave a lasting impression or feeling about the object in the reader's mind.

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| Descriptive Paragraph Rubric |

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| Criteria | Excellent  5 | | Proficient  4 | Satisfactory  3 | Limited  2 |
| **Content /5** | * I used *insightful* ideas. * I used *precise* details. | | * I used *thoughtful* ideas. * I used *logical* details. | * I developed *appropriate* ideas. * I used *general* details. | * I *underdeveloped superficial* ideas. * I used *vague* details. |
| **Organization /5** | * I organized my information *skillfully* using spatial order. * I used *effective* transitions. | | * I organized my information *logically* using spatial order*.* * I used *reasonable* transitions. | * I organized my information *clearly* using spatial order*.* * I used *clear* transitions. | * I organized my information *unclearly* using spatial order. * I used *ineffective* transitions. |
| **Words and Sentences**  **/5** | * I chose *precise* adjectives, words that appeal to the senses, and *well* varied sentences to *convincingly* describe the object. | | * I chose *reasonable* adjectives, words that appeal to the senses, and *mostly* variedsentences to *logically* describe the object. | * I chose *clear* adjectives, words that appeal to the senses, and *somewhat* variedsentences to *generally* describe the object. | * I chose *vague* adjectives, words that appeal to the senses, and *unvaried* sentences to *ineffectively* describe the object. |
| **Conventions /5** | * I communicated *effectively* with *no* errors. | | * I communicated *thoughtfully* with *few* errors. | * I communicated *clearly* with *some* errors. | * I communicated *ineffectively* with *many* errors. |
| **Insufficient** | Your attempt to respond is *insufficient*. **Contact your teacher** to discuss suggestions for improvement. | | | | |
| **Total: /20** | | | | | |
| **Assessment** | | **Areas of Strength:** | | | |
| **Target for Improvement:** | | | |

Descriptive Paragraph

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2. Why would a person use spatial order? ( /2 marks)

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**Overall Total: /31 marks**

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