

Unit 2

Name:

Date:

2-1: Analyzing Advertisements & Descriptive Writing

A. 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)

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

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

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

Total: /9 marks

B. Write a descriptive paragraph.

1. Choose **an item** in an advertisement that catches a viewer's attention such as food, clothing, toys etc.
2. 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.
3. Describe unique features of the object. Use significant adjectives.
4. Conclude and leave a lasting impression or feeling about the object in the reader's mind.

Descriptive Paragraph Rubric

Criteria	Excellent 5	Proficient 4	Satisfactory 3	Limited 2
Content /5	<ul style="list-style-type: none"> • I used <i>insightful</i> ideas. • I used <i>precise</i> details. 	<ul style="list-style-type: none"> • I used <i>thoughtful</i> ideas. • I used <i>logical</i> details. 	<ul style="list-style-type: none"> • I developed <i>appropriate</i> ideas. • I used <i>general</i> details. 	<ul style="list-style-type: none"> • I <i>underdeveloped</i> <i>superficial</i> ideas. • I used <i>vague</i> details.
Organization /5	<ul style="list-style-type: none"> • I organized my information <i>skillfully</i> using spatial order. • I used <i>effective</i> transitions. 	<ul style="list-style-type: none"> • I organized my information <i>logically</i> using spatial order. • I used <i>reasonable</i> transitions. 	<ul style="list-style-type: none"> • I organized my information <i>clearly</i> using spatial order. • I used <i>clear</i> transitions. 	<ul style="list-style-type: none"> • I organized my information <i>unclearly</i> using spatial order. • I used <i>ineffective</i> transitions.
Words and Sentences	<ul style="list-style-type: none"> • I chose <i>precise</i> adjectives, words that appeal to the 	<ul style="list-style-type: none"> • I chose <i>reasonable</i> adjectives, words that appeal to the 	<ul style="list-style-type: none"> • I chose <i>clear</i> adjectives, words that appeal to the 	<ul style="list-style-type: none"> • I chose <i>vague</i> adjectives, words that appeal to the

/5	senses, and <i>well</i> varied sentences to <i>convincingly</i> describe the object.	senses, and <i>mostly</i> varied sentences to <i>logically</i> describe the object.	senses, and <i>somewhat</i> varied sentences to <i>generally</i> describe the object.	senses, and <i>unvaried</i> sentences to <i>ineffectively</i> describe the object.
Conventions /5	• I communicated <i>effectively</i> with <i>no</i> errors.	• I communicated <i>thoughtfully</i> with <i>few</i> errors.	• I communicated <i>clearly</i> with <i>some</i> errors.	• I communicated <i>ineffectively</i> with <i>many</i> errors.
Insufficient	Your attempt to respond is <i>insufficient</i> . Contact your teacher to discuss suggestions for improvement.			
Total: /20				
Assessment	Areas of Strength:			
	Target for Improvement:			

Descriptive Paragraph

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

Overall Total: /31 marks



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