



LEVEL: Middle School

LESSON: Advertisement Writing

Objectives:

Students will work in small groups to create an advertisement informing the public about Rice Bowls. Students will perform their commercial and record it.

Materials Needed: paper, pencils, Internet access, video camera, props

Time Needed: at least four one-hour class periods

Activities:

1. The teacher will begin by reviewing the statistics of world hunger by exploring the following website: http://www.unicef.org/statistics/index_countrystats.html.
2. The teacher will inform students about Rice Bowls and show the website to the class. Students can explore the website to become familiar with its content.
3. The teacher will explain the students will be placed in groups of three, four, or five, and will work together to create an advertisement on Rice Bowls.
4. The teacher will work with groups as they create their advertisements. Internet access will be available for students to get statistics or examples of world hunger to share in their advertisements.
5. After advertisements have been written, the teacher will then instruct students to gather or create props needed to actually perform their advertisements.
6. Once props have been created, students will begin practicing their performances.
7. After practice time has been given, students will perform their advertisements before a video camera.

The teacher will then send their advertisements to a chosen panel for a winner to be selected. The winning advertisement can be shown to the school in an effort to kick off the Rice Bowls campaign.

Sources Used:

Holly Jones, Converse College: EDU 623 Instructional Design, Summer II 2008