The following instructional plan is part of a GaDOE collection of Unit Frameworks, Performance Tasks, examples of Student Work, and Teacher Commentary. Many more GaDOE approved instructional plans are available by using the Search Standards feature located on GeorgiaStandards.Org.

Georgia Performance Standards Framework for ELA Unit 3-4th Grade

Grade: 4
Topic: Persuasive– Making a Judgment – Influencing Readers
Instructional unit: Unit 3, Introduction to Persuasive Writing
Contributed By: Denise Taylor, Dr. Cynthia L. Allen-Golden, Terry K. Erbsfield, Christine Parker, Julia D. Brackett, Tracy Gutierrez

The task: The teacher will do the following: Remind students that persuading advertisements sometimes make the viewer or reader make an assessment or judgment about something to evaluate it. Show examples of persuading advertisements from magazines. Explain that viewers or readers are usually then persuaded to avoid what is being advertised or to give it a try. Ask students if they were persuaded by any of the magazine pictures. Next, review words such as criticize, analyze, evaluate, and recommend during the mini-lesson on a piece of chart paper. Also discuss bandwagon, celebrity endorsement, and testimonials.

After a discussion on how these words are used in advertising, the students will identify the words (or other examples discussed) while reading independently from magazines and write how the elements of appeal may influence the reader.

Differentiation:
- After reading, students may partner and orally discuss advertisements or reviews. They need to give reasons why they were persuaded or not persuaded by what they read.
- After reading, students may collaborate on a single review that they feel gives the best points, both positive and negative. They may write their results on a chart and share with the rest of the class.
- Make a videotape of some TV commercials. Watch them with students. Let students analyze the words and techniques that persuade people to take interest in the products.

Focus Standard:
ELA4R1 The student demonstrates comprehension and shows evidence of a warranted and responsible explanation of a variety of literary and informational texts.
  f.) Makes judgments and inferences about setting, characters, and events and supports them with elaborating and convincing evidence from the text.

ELA4R3 The student understands and acquires new vocabulary and uses it correctly in reading and writing. The student
  a.) Reads a variety of texts and incorporates new words into oral and written language.

Circumstances of the assignment/Notes to the Teachers:
The students should have access to many different magazines and or media to complete this task.