Georgia Performance Standards Framework for ELA Unit 4 – 5th Grade

Grade: 5  
Topic: Persuasive – “Creative Kids”  
Instructional unit: Unit 4 “It’s a Matter of Opinion”  
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The task: The teacher reviews the persuasive writing standard and shares copies of advertisements (found in newspapers, magazines, etc.) with the class discussing what techniques were used to “hook” them. The class creates a list of local businesses, and students choose the business for which they would like to design an advertisement. The class then brainstorms information that would be necessary to include in their advertisement to persuade potential customers to do business with them. If possible, have students interview or visit the business they choose. Students will use the information gathered on the business to create an advertisement. The ad will include the name of the business, an illustration, and a catchy, 1-3 sentence caption. (Remind students that the purpose of the ad is to grab the customers’ attention and convince them its place of business is the best). Student-created ads can be shared with the business and/or published in the local paper.

The Differentiated task:  
• None Needed

Modifications/Accommodations:  
❖ Peer helper  
❖ Monitor progress  
❖ Set a timeline in completing parts of the ask  
❖ Provide example for students to guide in completing task

Focus Standard:  
ELA5W2 The student produces a persuasive essay that  
a. Engages the reader by establishing a context, creating a speaker’s voice, and otherwise developing reader interest.  
b. States a clear position in support of a proposal.  
c. Supports a position with relevant evidence.  
d. Creates an organizing structure appropriate to a specific purpose, audience, and context.  
f. Excludes extraneous details and inappropriate information.  
h. Raises the level of language using appropriate strategies (word choice).

Circumstances of the assignment/Notes to the Teachers: If applicable, the art teacher can support this activity during art class.