**8th grade language arts Week 8: October 4-8, 2010**

|  |  |
| --- | --- |
| ***State Standards:***-Writing strand 1: demonstrate knowledge and use of the writing process-Reading strand 3, concept 3, PO 3: *Describe the intended effect of persuasive strategies and propaganda techniques (e.g., bandwagon, peer pressure, repetition, testimonial, transfer, loaded words)* *that an author uses.* -Reading strand 1, concept 4, PO 1: use roots from Greek and Latin to determine meanings of words | ***Learning Objectives:***-Students will choose the appropriate writing style for a task-Students will continue learning Greek and Latin roots, and words derived from those roots-Students will learn about different types of persuasion and analyze ads and commercials to figure out the types of persuasion used-Students will evaluate the pervasiveness of ads in our society and the critical thinking skills needed to address them |

|  |  |  |
| --- | --- | --- |
| **Date** | **Classwork** | **Homework** |
| 10/4 | -ROTW-analyze more ads | -make ‘boxes’ for ROTW focus words-survey people for project |
| 10/5 | -make graphs and charts for project (survey)-analyze ads | -work on Ads and Commercials project |
| 10/6 | -discuss ethics in advertising-put finishing touches on project | -work on Ads and Commercials project (due tomorrow!) |
| 10/7 | DUE: Ads and Commercials project-Presentation of ad campaigns | -none |
| 10/8 | -Presentation of ad campaigns, continued | -finish 300 pg reading log (due next W, 10/13)-no school on Monday, 10/11 |