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

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| ***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 |

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| **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 |