

BOOK COMMERCIAL

FOR DECEMBER'S "FREE CHOICE" INDEPENDENT READING

Your Humanities homework over Winter Break is to enjoy a good book...or two...or three. Upon your return in January, you will be asked to create a 3-6 minute commercial for the book you read. That means you could design an ad that looks like what you would find on TV (but longer), an "interview" with the author or characters, a promotion similar to a movie trailer or an infomercial, or just a very watchable presentation that gives your audience a good taste of the book you read and prompts them to want to read it. If you read more than one book, it will be up to you to select the one for which you want to develop a commercial. The book you choose must be appropriate in terms of reading level (not too easy) and content. It also needs to be a book that you have not read before this December.

The commercial can be presented live in class or be recorded and played on a computer on the date it is due. There is a lot of flexibility in presentation style and the kinds of technology you use, but keep the following things in mind as you prepare:

For your commercial, you must:

- ☐ show the cover of your book
- ☐ tell the title and author
- ☐ start with a good lead which means something that will "hook" your audience from the very start
- ☐ tell the genre of your book (historical fiction, fantasy, autobiography, etc.)
- ☐ tell about the plot without giving away any secrets; this includes at least one of the major conflicts that occurs in the book

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- ☐ tell about the setting
- ☐ tell about the main character or characters
- ☐ read at least one important or exciting passage that is no longer than one minute in length (or a collection of several passages that add up to about one minute)
- ☐ make clear why the passage/s above is/are important or exciting
- ☐ rate this book on a scale such as 1 - 10, 1 - 5 stars, a letter grade, or a original rating system of your choice
- ☐ describe why you gave the book the rating you did
- ☐ suggest what kind of reader would like this book
- ☐ include at least one form of technology that enhances your presentation and shows off your effort and creativity; this could be a well-edited movie, some form of stop action animation, a power point presentation...the choices are endless!
- ☐ present the above material with enthusiasm
- ☐ speak clearly and make sure your presentation is engaging
- ☐ stick to the time limit

You will be creating your commercial at home (as your Humanities homework) upon your return from Winter Break. Commercials will be presented on January 12, 13, 14 and 15 (Monday, Tuesday, Wednesday, and Thursday). Volunteers will be taken for the first date; all subsequent presentation dates will be assigned based on a lottery system.

