

TCED 302
25 November 2009

Differentiated Instruction Lesson Plan –4MAT

Grade level or Course: 7th Grade English

Content that is Focus of Discussion: Identifying Prepositional Phrases in Advertising

Objective: Given various magazine, newspaper, and other print advertisements, the students will name the prepositional phrases found in the ads and describe why they are included in the ads.

Conducting the Lesson

Set – CONNECT: Browse through the ads I have given to your groups.

ATTEND: Do you recognize most of the ads or products. Are there any ads you particularly like/dislike?

IMAGINE: If you worked for an advertising company, what kind of ads would you create?

Instructions for introducing and explaining the lesson: Before we begin to create our original ads, I want you to identify 3-4 prepositional phrases from the ads on your table. Have someone in your group write down the prepositional phrases and then describe why they are important to the advertisement.

Directions for composition of and transition to learning teams: Students will work in groups of four. They will know to get into groups at the start of class because it will be written on the board when they come into class. The students will get in the same group they had for the radio script project. The desks will already be setup for group work with various ads placed on them.

LEARNING ACTIVITY TO ACCOMPLISH OBJECTIVES:

INFORM: The teacher will give a quick PowerPoint reviewing prepositions and going over the previous day's practice exercises the class had trouble with.

PRACTICE: As practice, the students will work in their groups to choose a product (real or made up) and create an advertisement. They will come up with a list of prepositional phrases to use in their ad.

ASSESSMENT: Teacher will have a rubric to evaluate the student-created ads.

EXTEND: Students will use their own designs from earlier and will describe them in 3 sentences.

REFINE: Students will take the rough draft of their ad and refine it on the computer. They will add graphics and use different fonts and proofread the spelling.

PERFORM: The students will share their ads with the rest of the class.

Key Questions:

- Knowledge: How can you identify a prepositional phrase in a sentence?
- Comprehension: Describe the function of prepositional phrases.
- Application: How did you use prepositions in your ad?
- Analysis: How are prepositions typically used in advertisements?
- Synthesis: Create a classified ad (selling/seeking/help-wanted/pets) for homework.
- Evaluation: Do you think a career in advertising is something you would like to pursue? Why or why not?

Standards:

Tennessee Language Arts: **0701.1.1** Know and use appropriately the meaning, forms, and functions of prepositions (recognize prepositional phrases as adjective/adverb modifiers and note their functions in the sentence). **SPI 0701.1.5** Identify the correct use of prepositional phrases (place correctly according to the words they modify within the sentence) within context.

Reflection:

Materials: Magazine and newspaper ads, pencils, paper, computers with Microsoft Word and Internet.