

ADVERTISEMENT BOOK REPORT



A tech-filled twist on the traditional book report project

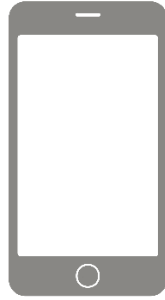
STUDENT TO-DOS:

STEP ONE: Choose a book that interests you.

STEP TWO: Read the book from beginning to end.

STEP THREE: Create an Advertisement Book Report to present to your audience!

ADVERTISEMENT BOOK REPORT



HOW TO GET STARTED:

After reading your book, begin brainstorming an advertisement that will *sell* your book to your audience.

Will it be:

- a digital brochure to be distributed?
- a sales pitch to be presented?
- a television commercial to be watched?
- a video for social media to be shared?
- an ad spot for radio to be read?
- something else?

WHAT TO DO:

First, prepare a written (or typed) copy of your advertisement. Be sure to include an exciting summary of your book as well as any other important details you might want to include.

Next, practice your presentation. Your goal is to persuade your audience to want to read the same book you read!

Now it's time to *sell* your book by presenting your advertisement to your audience.

ADVERTISEMENT BOOK REPORT RUBRIC



TITLE OF THE BOOK: _____

AUTHOR'S NAME: _____

Number of Possible Points

Creativity

____/50

Enthusiasm

____/30

Confidence

____/10

Writing Mechanics

____/10

Total - ____ /100



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