



TECH & BUSINESS

Create a radio commercial for a real product

Adaptable
to all levels

Essential Outcome(s)

- Students will create a collaborative radio commercial for an actual product.

Learning Target OR Standards & Connections

- **CCSS.ELA-LITERACY.CCRA.W.3** Write narratives to develop real or imagined experiences or events using effective technique, well-chosen details and well-structured event sequences.
- **ISTE Student Standard Creative Communicator** - Students communicate clearly and express themselves creatively for a variety of purposes using the platforms, tools, styles, formats and digital media appropriate to their goals.

Activity / Project

1. Project Details:

- Work alone or in a group (no more than 3 people)
- Commercial must be at least 30 seconds long, no longer than 2 minutes
- Commercial must incorporate voice recordings with each member of the group. If you have 3 people in your group there must be 3 separate audio files of their voices.
- You may add any loops/sounds/music to your commercial that you think will help in selling the product

2. Product Details:

- The product you are selling must be a real product
- Paste a picture of the product you are trying to sell in the image box below
- In your commercial you must state why this product is
 - Why this is a good product
 - How much the product costs
 - What does the product do? (Does it make your hair softer? Does it taste good? Will it fix stinky feet? etc.)

3. Finals Steps:

- Commercial needs to be shared to your teacher either by inviting them to the collaboration or hitting the share button.
- All commercials will be performed for the class on the last day of the project creation period.

Extended Learning

- An audio commercial can be adapted for any and all classroom contents, ages and objectives. For example, in a history class, the task could be to create a commercial advertising the start/finish of the Civil War. In a science class, have students promote their favorite scientist. This lesson could apply in any course, but it is most closely aligned with Language Arts, Information & Communications Technology, and Visual & Performing Arts.

This lesson plan has been submitted by **Beth McDougall**. Beth is an Elementary/Middle School Band and Chorus Teacher at Wheatland-Chili CSD.

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