



## Presidential Commercials using Avatars

<b>Curriculum Area(s):</b> Reading	<b>Grade Level:</b> 10
<b>Time Required:</b> 5 – 50 minute sessions	<b>Instructional Groupings:</b> Individual or Partners
<p><b>Standards:</b> RL 10.10 By the end of grade 10, read and comprehend literature, including stories, dramas, and poems, at the high end of the grades 9–10 text complexity band. RI 10.6 Determine an author’s point of view or purpose in a text and analyze how an author uses rhetoric to advance that point of view or purpose. RI 10.7 Analyze various accounts of a subject told in different mediums determining which details are emphasized in each account. SL 10.5 Make strategic use of digital media (e.g., textual, graphical, audio, visual, and interactive elements) in presentations to enhance understanding of findings, reasoning, and evidence and to add interest.</p>	
<p><b>Materials:</b> iPads, Presidential campaigns, Internet, Voki media tool</p>	
<p><b>Overview:</b> Students will research campaign slogans and political platforms of past presidents to create a 45–60-second script for a commercial for the election of that president and record the commercial using Voki. Voki will allow students to create an avatar to resemble the presidential candidate.</p>	
<p><b>What will I differentiate?</b> Process will be differentiated by giving choices in the materials and through student groupings. Product will be differentiated by giving choices in final product.</p>	
<p><b>How will I differentiate?</b> Students will choose president based on interest level. Students will also be able to choose whether they would like to work individually or in partners that they choose. Students can decide if they want to record their voice for the commercial script or use the text to speech option to add the script.</p>	
<p><b>As a result of this lesson/unit, students will...</b></p>	
<p><b>Understand:</b> Can researching political campaigns and creating political commercials facilitate reading and comprehension improvement?</p>	
<p><b>Know:</b> Navigation of iPad. Use text-to-speech software. Use Voki as a media tool to present the commercial. Create a script for a political commercial for a president.</p>	<p><b>Do (Skills):</b> Identify the main points of a political platform. Read and comprehend literature at high end of 10th grade complexity band. Determine author’s point of view.</p>
<p><b>Pre-Assessment:</b> Teacher will note how much students know about the presidents they chose by briefly writing what they know before they do any research.</p>	
<p><b>Steps in the Lesson:</b></p>	

1. Allow students to choose a president to research.
2. Using the iPad, have students find information on their president including background information, campaign slogans, political platforms, etc.
3. Using the information retrieved from the research, have students write a script for a presidential commercial that lasts 45–60 seconds.
4. Using the Voki program, have students create an avatar to resemble their presidents.
5. Students record their own voice or use the text to speech option to record their script on the program.
6. Students edit their commercials as they like, putting together the avatar, script, backgrounds, etc.
7. Once commercials are completed, the class will watch each other's commercials (allow for questions after each commercial).
8. After all commercials have been watched, allow students to have a discussion on which president they would vote for and why.

**Differentiation:** Students may choose to record their own voice for their scripts or use the text to speech option to record the script.

**Closure Activity/Wrap-up:** Students will watch each other's commercials and vote on which president they would vote for.

**Post-Assessment:** Students write about what they know and what they have learned about their president.