

Food Advertising with Poetry
Using Persuasive Language
Poetry Lesson Plan for Middle School Grades

Subject areas addressed: Creative Writing, Consumer Economics, Art, and Music

Objectives:

- Have students discern features and benefits of a favorite food
- Explore & use language that is persuasive and works well within poetry
- Create a poem that presents the food's attributes in an enticing way
- Employ artistic elements – art and or music to transform the poem into advertising

Activities:

- Have students bring a copy of their favorite advertisement to class and share their thoughts on why they are intrigued by the ad. (Ask the class whether the ad would cause them to purchase the product or service advertised)
- List words that have persuasive qualities (exciting, new, fun, improved etc.)
- Talk about jingles (radio or TV) that are memorable. What makes them memorable?
- Give the students the assignment of writing a poem that advertises their favorite food item. Limit the choice to a generic item (potato chips rather than Lays) or allow them to create a new brand name for their product.
- Add another creative element by allowing students to expand the scope of this poem to include foods *not* consumed by humans.

Procedures & Additional Ideas:

- This poem may be assigned as an individual project or you may want to have teams of poets create several advertising/persuasive poems.
- If you wish to have the poem created in a particular style, add the criteria to the assignment
- Consider adding facets beyond persuasive poetry writing – for visual and musical elements that help convey the written message
- Have students present their poems (art and music) in class and talk through what makes their work compelling and persuasive.
- Consider making this assignment a contest with judges (or a balloted voting by students) and award a prize.

Remember that the Anthology of Poetry would love to have poems submitted for consideration in our forum for young writers. Visit www.anthologyofpoetry.com for more information, or to electronically submit individual poems.