

Lesson 9: Using Language Effectively

Newspaper Focus: News Stories, Feature Stories, Display Ads

Background – The newspaper is an excellent resource for language study, whether you use news and feature stories, editorials and opinion pieces, arts reviews, sports stories, display ads or even the comics. Reporters and editors are careful and precise with their language. Advertisers invest much time and money to find the most effective language to describe their products. In this activity, students will explore the way in which careful word choices can increase or decrease the effectiveness of a message or text.

Pre-K-2

E. PROCESSES OF WRITING AND SPEAKING

3. Respond to remarks or statements orally and in writing.

F. STANDARD ENGLISH CONVENTIONS

1. Edit their own written work for standard English spelling and usage, as evidenced by pieces that show and contain:

- complete sentences.
- initial understanding of the use of pronouns and adjectives.
- evidence of correct spelling of frequently used words.
- few significant errors in the capitalization of proper nouns and of the words that begin sentences.
- few significant errors in the use of end stop punctuation (e.g., periods, question marks).

3-4

E. PROCESSES OF WRITING AND SPEAKING

4. Report orally and summarize personal discoveries they have made as a result of reading and viewing.

F. STANDARD ENGLISH CONVENTIONS

1. Edit written work for standard English spelling and usage, evidenced by pieces that show and contain:

- few significant errors in the use of pronouns and adjectives.
- attention to the proper use of adverbial forms and conjunctions.
- few significant errors in the spelling of frequently used words.
- no significant errors in the capitalization of words that begin sentences and few significant errors in the capitalization of proper nouns and titles.
- no significant errors in the use of ending punctuation marks and an understanding of how to use commas.

G. STYLISTIC AND RHETORICAL ASPECTS OF WRITING AND SPEAKING

1. Write pieces and make remarks that begin to use descriptive language that clarifies, enhances, and develops ideas.

4. Write pieces that show awareness of a variety of intended audiences and identifiable purposes.