

## 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.

### 5-8 English Standards

#### **A. PROCESS OF READING**

3. Identify specific devices an author uses to involve readers.
6. Identify accurately both the author's purpose and the author's point of view.

#### **C. LANGUAGE AND IMAGES**

1. Form conclusions regarding formal, informal, and other varieties of language use, based upon experience.
5. Demonstrate an understanding of the concept of propaganda.

#### **G. STYLISTIC AND RHETORICAL ASPECTS OF WRITING AND SPEAKING**

3. Write pieces and deliver oral presentations that use structures appropriate to audience and purpose.

### 9-12 English Standards

#### **A. PROCESS OF READING**

3. Identify the author's purpose and analyze the effects of that purpose on the text.
5. Identify the devices an author uses to persuade readers and critique the effectiveness of the use of those devices.

#### **B. LITERATURE AND CULTURE**

1. Distinguish between the purpose of a literary work and the personal response of an individual reader.

#### **C. LANGUAGE AND IMAGES**

1. Demonstrate an understanding of the relationship among perception, thought, and language.
8. Identify propaganda techniques used by writers and speakers.

#### **D. INFORMATIONAL TEXTS**

2. Distinguish between apparent fact and opinion in nonfiction texts.
3. Use discussions with peers as a way of understanding information.

#### **F. STANDARD ENGLISH CONVENTIONS**

2. Demonstrate how language usage may depend on the situation.

#### **G. STYLISTIC AND RHETORICAL ASPECTS OF WRITING AND SPEAKING**

2. Write pieces and deliver oral presentations that effectively use descriptive language to clarify, enhance, and develop ideas.
4. Write pieces and deliver oral presentations that are targeted for various audiences (e.g., informed or uninformed, sympathetic or hostile).
5. Write pieces and deliver oral presentations that achieve distinct purposes (e.g., to persuade, evaluate, analyze, defend).