

## Newspaper Advertisement

You work for an advertising agency. Choose one invention introduced during the Industrial Revolution and design a newspaper advertisement to persuade readers to buy or use the invention.

### PREWRITING

- 1. Noting Inventions** Complete a chart like the one below to describe the inventions in this section. Information about one invention has been listed to get you started.

<b>Invention</b>	<b>Inventor</b>	<b>Description/Benefits</b>
Water frame	Richard Arkwright	Could create dozens of threads at same time; lowered the cost of cotton cloth/increased the speed of production

- 2. Recognizing Benefits** Add benefits of the textile machines to the third column of your chart.
- 3. Describing Travel Inventions** Add the steamboat and locomotive to your chart. Tell who was involved in their development. How did they change life for people in the United States? How might you convince readers to use them?
- 4. Describing Technical Advances** Add notes about the inventions mentioned in this section to your chart. Then, look back over your notes. For which invention will you write your advertisement?

**WRITING**

**5. Writing a Newspaper Advertisement** Choose one invention to advertise. Then, begin your advertisement with a catchy heading. Include an introductory sentence that describes the invention. Then, tell the benefits of the invention and who will use it. End with a call to action that tells your readers to buy or use the invention. Finally, choose an illustration to accompany your advertisement.

Remember that newspaper advertisements have only a few lines of text with which to grab and hold the reader's attention. Use short, concise sentences to describe the invention of your choice.

**EVALUATING AND PROOFREADING**

**6. Evaluating Your Newspaper Advertisement** Is your advertisement persuasive enough to convince readers to buy or use the invention? Use the questions below to evaluate and revise your advertisement.

**Rubric**

- Does the advertisement begin with a catchy title?
- Does the introductory sentence describe the invention?
- Does the text tell the benefits of the invention and who can use it?
- Does your concluding sentence give a call to action that tells readers to buy or use the invention?
- Have you included an illustration to grab your readers' attention?
- Is the advertisement as a whole persuasive?

**7. Proofreading Your Advertisement** To perfect your advertisement before sharing it, check the following:

- Capitalization and spelling of all proper names and places
- Punctuation, grammar, and spelling