

Student Generated Commercials

Materials/Resources:

For this activity, students are assigned groups and develop a unique product and script for a commercial.

- *Camcorder (recommend: Flip Camcorders)
- *Props

Skills Targeted:

- *Pragmatics
- *Group Interaction
- *Concept Development
- *Sequencing and Organization
- *Vocabulary
- *Semantics
- *Compare & Contrast
- *Main Idea
- *Writing through scripts
- *Oral Reading

Instruction:

1. Prior to this project, review and teach analysis of commercials. Refer to the lesson titled *Commercials* on this website and use as an instructional guide for this step.
2. Once students master the foundation and understanding for commercials and product development, divide students into groups.
3. Assign each group the task of developing a simple product and script. Indicate to the students that the commercial should only be 3-5 minutes in length.
4. Once the script is developed, students are assigned roles and work collaboratively to create props and rehearse.
5. Videotape the final productions of the commercials.
6. View commercials as a class and provide positive feedback.
7. Note: this project typically takes approximately four weeks to complete, depending on staff participation and therapy scheduling. It also requires full collaboration by teachers and classroom staff in order to assist students, depending on ability levels. It is an activity that requires a lot of work but it is well worth it!