

**The Roaring Twenties****Focus on Writing****Radio Advertisement**

Write a radio advertisement for a new product or form of entertainment from the 1920s. You might choose to advertise a new type of leisure activity, travel, fashion, or convenience open to Americans during this time.

**PREWRITING**

- 1. Taking Notes on Consumer Goods** In a chart like the one shown below, make a list of new products people had access to during the 1920s. Note how the product improved American lives. One row has been filled in for you.

New Product	How It Improved American Lives
Model T	Inexpensive form of transportation gave Americans the opportunity to own cars.

- 2. Taking Notes on New Fashions** Fashion changed significantly during this time. In your notebook, describe some of the new clothes of the 1920s.
- 3. Taking Notes on Entertainment** What forms of entertainment were popular in the 1920s? How might you persuade people to take part in them?

**WRITING**

- 4. Writing Your Ideas** Begin by reviewing your notes. Then, choose one product that was popular in the 1920s. Consider these questions as you design your ad:
- Who is your audience?
  - How might the product improve people's lives or make people happy?
  - What words or sounds will best describe your product?

Write the dialogue for your ad, including directions for the actor or actors. Also include information about music or sound effects to be included.

**EVALUATING AND PROOFREADING**

**5. Evaluating Your Radio Advertisement** Will your radio advertisement persuade people to buy your product? Use the questions below to evaluate and revise your radio advertisement.

**Rubric**

- Does your advertisement address a specific audience?
- Do you use words, sounds, or both to describe the product?
- Do you describe how the product will improve people's lives or make them happy?
- Are directions for the actors easy to follow?
- Do you include information about music or sound effects to be used?
- Is your radio advertisement convincing?

**6. Proofreading Your Radio Advertisement** Lastly, check the following:

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