

Summer Reading Book Talk Guidelines

Grades 7 and 8

Objective: Compose a Book Talk (an advertisement) for your assigned Summer Reading book.

Assignment: You will read your Summer Reading Book, and utilize the Three Methods of Appeal to create an effective, 3 minute (plus or minus 30 seconds) advertisement for your book with the goal of encouraging your classmates to read your book, practice your Book Talk at home and be prepared to present your Book Talk on the second day of school.
second day of school.

Procedure: The following must be included in your booktalk:

- **Catchy Beginning:** Begin your presentation in a creative way. For example, you could begin with a thought provoking question, with a quote from the book, or surprise your audience by speaking through a persona such as the author or a character in the book. Perhaps you could use an artifact or artifacts to kick-off your Talk.
- **Artifact(s):** You should use the book as one of your artifacts. However, you will need at least one other artifact for your Talk.

Artifacts may not be anything involving the computer! It should not be a PowerPoint or anything similar. You may prepare a poster as a Visual Aid; but be advised a poster will NOT count as an artifact.

The artifact should be a physical item. You can make it yourself, find something you already own or purchase an item. The artifact must be incorporated into your presentation.

- **Author and Title:** Practice the pronunciation of unfamiliar names & words. Is this book part of a series? Is the author known for other books? How does the title relate to the book? What is the genre of the book?
- **Exposition:** Be sure to include the main characters, setting and plot in your presentation.
- **Theme:** After you have concluded your presentation (your 3 minutes/plus or minus 30 seconds), you must share the theme of your book and provide an explanation of how you used the Three Methods of Appeal.
- **Three Methods of Appeal:** You must include all three Methods of appeal at least once.

LOGICAL- FACTS

EMOTIONAL- FEELINGS

ETHICAL- FAMOUS PERSON OR INSTITUTION, EXPERT

- **NEVER REVEAL THE ENDING !!!**