You will choose a book on Book Fair Day and form a literature circle, a group of 3-5 students who will all read the same book. Alternative: You may choose a book that is not part of the Book Fair and form a literature circle of 3-5 students who will read the alternative book. The book must have the approval of the teacher, and since the book is not one previously approved by ACPS, students must also have written parent permission to read the alternative book.

You will read the book, complete the written assignments, and participate fully in the literature circle activities.

ON the original meeting day, the text will be divided into five sections, five more meetings will be scheduled (one for the completion of each section of reading), and roles will be assigned for each meeting.

For each meeting, you must complete the reading, complete a journal entry (1-3 paragraphs), and complete the work requirement for your assigned role. You must also be an active participant in the literature circle. Journal ideas and role sheets will be provided.

Your evaluation for literature circle participation will include the following components: journal and role sheet completion, peer review, and self-evaluation.

Your group will also work together to create an advertising campaign. The purpose of the campaign is to convince other students to read your book. Your campaign must have an overall theme and/or catchphrase (slogan). You must identify the advertising propaganda techniques that you use.

The campaign must Include 4 of the following:

Website

T.V. commercial

Billboard (poster board)

Podcast

Magazine Ad

It must also include at least 2 of the following:

Jingle

Bumper Sticker

Button or badge

T-shirt

Baseball cap

Water bottle or coffee mug

Action figure

Your choice of other promotional items (run it by the teacher first)

Your group will present the advertising campaign to the class. The project will be graded with the following guidelines in mind: accuracy of information, quality of writing, proper usage, mechanics, and spelling in written work, proficiency with various media, organization, and creativity.