

GEOGRAPHY INVESTIGATION 2

STATE BROCHURE PROJECT!

Do you like to travel? Explore new places? Meet new people?
Well then, this investigation is just right for you! Not only will you investigate a state, you will also persuade travelers to come visit your state!

1. Go to Scarsdale Schools Home Page

- Click “Our Schools”
- Click “Quaker Ridge”
- Click “School Information”
- Click “Library”
- Scroll to Other Resources
- Click “TrueFlix”
 - Username: qridge
 - Password: trueflix
- Click “Continents”
- Click “North America”

2. Open the eBook and read.

- You can click “Read Along” in the upper right hand corner if you want to hear the text out loud as you read.
- Click on any vocabulary word in orange to discover the definition of the word.
- Reread the eBook once or twice more.

3. After you have read the book, you will choose a state to investigate.

You will research the following:

- Geography

- Location- Region, state's borders
 - Climate
 - Capital- Longitude and latitude
 - Land features
 - Bodies of water
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- **State symbols**
 - Flag
 - Bird
 - Tree
 - Other (food, animals)
 - License plate slogan/symbols and meaning
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- **Brief history of the state**
 - Date became a state
 - Was the state a territory or a colony?
 - Famous people from this state
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- **Activities**
 - Places to visit (Tourist attractions, landmarks, recreation)
 - Things to do (Skiing, beaches, hiking, museums)

4. **Finally, you will create a brochure about your state to persuade people to visit your state.**

- The brochure must contain the information you researched.
- We will have lessons on creating brochures and persuasive language in class.

RESOURCES

Quaker Ridge library databases (Remember you have all the passwords in a safe place)

<http://www.americaslibrary.gov/es/index.php>

<http://kids.usa.gov/learn-about-the-states/>

<http://www.factmonster.com/states.html>

<http://www.ct.gov/kids/cwp/view.asp?a=2574&Q=328116>

<http://bensguide.gpo.gov/3-5/state/index.html>

<http://www.atozkidsstuff.com/states.html>

WHAT IS A BROCHURE?

A brochure is a small printed paper piece, usually made from a single sheet. Brochures are typically 8.5" x 11" or 8.5" x 14" tri-fold. Brochures are often also referred to as pamphlets or leaflets.

WHAT PURPOSE DOES A BROCHURE SERVE?

- **A brochure can answer frequently asked questions**
- **A brochure can offer more specific instructional how-to information.** If there's a specific, step-by-step process that you want to teach people about, a brochure is a very useful way to convey that information.
- **A brochure tells the reader how he or she can find out more about an organization.** When you're trying to get people interested in doing something -- for example, volunteering or making a contribution-- a brochure can be used as a call to action.
- **A brochure can educate people about a specific place, attractions, programs, or events.**

WHO MIGHT A BROCHURE TARGET?

- The target audience for your brochure is the general public.

HOW DO YOU PLAN TO MAKE A BROCHURE?

- **First, analyze samples of brochures.** Become familiar with styles, graphics, and ways of wording things that you might like to use or model for your own brochure.
- **Write an outline.** This will give you the chance to decide how you want the brochure to be organized and what points you want to make. You are working on a general informational brochure so make sure it contains all the information you researched.
- **Arrange your topics in a logical sequence, fitting it to the general layout of the brochure.** Think about what order you want the information to be presented in. Fold up a piece of paper in the way that your brochure will be folded and sketch it out.

HOW DO YOU WRITE AND DESIGN YOUR BROCHURE?

GENERAL GUIDELINES FOR WRITING

Above all, keep it simple! Write concisely (in a brief manner) and clearly. Here are some tips:

- Keep sentences short. Run-on or overly complicated sentences can be too confusing for your reader.
- Use AMAZING adjectives! You are trying to persuade someone to visit your state.
- Avoid repetition. Try not to repeat the same phrases or ideas over and over, and try not to use a word that's really similar to one that you just used. USE A THESAURUS to find more sophisticated and interesting words.
- Use correct spelling.
- **USE PERSUASIVE LANGUAGE!!**

Following these tips, develop a rough draft of the copy.

- First, space and size you'll need for the text.
- You may want to type up your text, then cut and paste it onto a piece of paper folded into the size and shape of your brochure -- this can give you a rough idea of the space you have available.
- Keep in mind that you may have to cut the text to fit to the brochure layout later on!

<http://ctb.ku.edu/en/table-of-contents/participation/promoting-interest/brochures/main>

Most Persuasive Words Used In Advertising

The all-time advertising legend, David Ogilvy, lists in his book, "Confessions of An Advertising Man," the most persuasive w

suddenly	miracle
now	magic
announcing	offer
introducing	quick
improvement	easy
amazing	wanted
sensational	challenge
remarkable	compare
revolutionary	bargain
startling	hurry

Persuasive Words Used In Advertising Likely to Catch The Attention of Children

	remarkable	offer	hurry
new	revolutionary	quick	advice to
suddenly	startling	easy	the truth about
now	miracle	wanted	last chance
announcing	magic	challenge	it's here
introducing	improvement	compare	just arrived
sensational	amazing	bargain	important development

Source: Wells, William D. "Communicating with Children." *Journal of Advertising Research* 5 (June 1965): 2-14

Quoted in "Critical Listening/Reading of Advertisements" by Daniel Tutolo, *Language Arts* (NCTE), Volume 58, Number 6, September 1981, pg. 679-683

Unleash The Power Of The 200 Most Persuasive Words In Advertising

Summary:

We have an absolutely amazing free offer. Are you ready to save? If you try it today, we guarantee it will improve your knowledge and wealth. You can take it from us. If you try our powerful, proven and tested secret right now, we promise you will love it. Well?

In those fifty words you just read, we worked in 26 instances of the 200 most persuasive words to use in advertising. Of course, unlike the sample above, it's best to apply such words to a product's actual benefits.

Site Fever: July 6, 2007

By John Robinson

The 200 Most Persuasive Words To Use In Advertising

INTRODUCTION

The following 200 words are considered to be the most persuasive words that you can use in any type of advertising, including direct-marketing, radio, television and on the telephone. Of course, the all-time #1 word to use is "FREE", but you can't just use the word "free" in everything that you do.

THE 200 MOST PERSUASIVE WORDS TO USE IN ADVERTISING

A	D	Genuine	Look
Absolutely	Delicious	Get	Low
Advice	Delivered	Gift	Love
Amazing	Dependable	Gigantic	M
Announcing	Deserve	Give	Magic
Anticipation	Development	Go	Miracle
Appeal	Direct	Great	Modern
Appreciative	Discount	Guarantee	More
Approved	Discover	H	Most
Attention	Drastically	Have	N
Attractive	E	Health	Need
Authentic	Easy	Hello	New
B	Endorsed	Help	News
Bargain	Event	Helpful	Now
Beautiful	Excellent	Highest	O
Believe	Exciting	Honest	Offer
Benefit	Exclusive	Huge	Official
Best	Expert	Hurry	Open
Big	Extra	I	Opportunity
Blowout	Extravaganza	Incredible	Outstanding
Brand Name	F	Important	P
Bright	Fabulous	Improve	Personalized
Budget	Fact	Informative	Please
Buy	Family	Interesting	Popular

C	Famous	Introducing	Powerful
Call	Fantastic	Invited	Practical
Care	Fascinating	K	Price
Challenge	Fast	Knowledge	Present
Choose	Feel	Keep	Professional
Cost	Fortune	L	Profitable
Clearance	Free	Largest	Promise
Compare	Fresh	Latest	Protect
Complete	Full	Learn	Proud
Confidential	G	Lifetime	Proven
Convenient	Gain	Limited	
Q	S	T	Wealth
Qualified	Satisfaction	Take	Welcome
Quality	Save	Team	Win
Quick	Safety	Terrific	Wise
R	Secret	Tested	Wonderful
Rare	Secure	Thank you	Y
Ready	Security	Time	Yes
Real	Selected	Today	You
Reassurance	Selection	Tremendous	Youthful
Recommended	Self-confidence	Trust	
Redeemable	Sensational	Try	
Reduced	Service	U	
Referred	Simple	Ultimate	
Refundable	Smart	Unconditional	
Relax	Smile	Understand	
Reliable	Special	Unique	
Remarkable	Start	Unlimited	
Responsible	Startling	Useful	
Reputation	Strong	V	
Results	Sturdy	Valuable	
Reward	Successful	Vast	
Revolutionary	Suddenly	W	
Rich	Superior	Want	
Right	Surprise	Wanted	
Rush	Support	Warranty	

CONCLUSION

There you have it! The 200 most persuasive words to use in advertising- tested and proven. (Hey, those are two words found in the list- sounds good, doesn't it?) Hopefully, you can use these words to attract more [response](#) to your advertising.

Submitted by info@hawthorned... on Tue, 2007-07-10 15:01.