

Unit 2 Writing Activity Guidelines

Write a Persuasive Advertisement

Writing Prompt Imagine that you are living in the 1600s, in a country that has started a colony in North America. Your job is to persuade settlers to come to the new colony. Write an advertisement describing where it is located, why it was founded, and what life is like there. Organize your ideas, and support your position with evidence.

- **STEP 1** Choose a colony to write about, such as New Netherland, New Sweden, Jamestown, Plymouth, or a colony in New Spain or New France.
- **STEP 2** Study your textbook to find information.
- Use maps and the text to find the colony's location. List some of the possible advantages of that location.
 - Identify some cultural or political advantages of your colony, such as freedom of religion or self-government.
 - Analyze some economic advantages of the colony, such as natural resources, cash crops, or trade opportunities.
- **STEP 3** Choose the advantages that you think would most attract settlers to your colony. Think about the best ways to communicate that information in your advertisement, such as in maps, pictures, quotations, slogans, or lists.
- **STEP 4** Create an advertisement that will make settlers want to come to your colony.
- **STEP 5** Review your work to make sure that your advertisement includes all the information you want and that all your facts are supported. Also, check to make sure that you used correct grammar, spelling, punctuation, and capitalization.
- **STEP 6** Make all necessary changes or additions to complete your advertisement.

Student Rubric

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DIRECTIONS Using a scale of 4 to 1, describe how well you think you have completed the assignment. Circle the number that best represents the score you think you deserve. Remember that 4 is the highest score and 1 is the lowest.

I have clearly described a colony in North America, including its location.

4 3 2 1

I have shown a complete understanding of why the colony was founded and what life was like there.

4 3 2 1

I have used facts and details to support the information in my advertisement.

4 3 2 1

My advertisement would make people want to settle in my colony.

4 3 2 1

I have made no or very few mistakes in grammar, punctuation, capitalization, and spelling.

4 3 2 1

My writing shows that I have carefully planned and completed my assignment.

4 3 2 1