

Name: _____

1st Quarter 4th Grade Book Report
“Book Commercial”
Script Due October 5th, Presentations October 10th

Introduction: You will be writing the script and recording a commercial for a book adventure book you have read. You will perform your commercial for other students to watch and your goal is to convince them to read your book!

The project includes the following parts:

1. Read the book.
2. Write the script for the commercial by **October 5th**.
3. Come dressed as your character and ready to perform your commercial on:
October 10th.

Guidelines:

There are three parts to a good book commercial: the **hook**, the **content** and the **cliffhanger**.

- **The Hook** – Something that will grab the listener’s attention. Get them excited and interested. Some ideas include:
 - A quote that you liked from the book
 - Read a scary/funny/exciting part of the book
 - Ask a question the listener’s can relate to (Example: Have you ever felt like the world was against you?)
- **The Content** - Tell about the characters and/or the plot.
 - Give the title of the book and author's name toward the beginning
 - Give a brief summary of the plot.
 - Mention any interesting characters.
- **The Cliffhanger:** Leave the listener’s with wanting more so they will want to read the book to find out what happens.
 - End the commercial unresolved with something up in the air.
 - Could be a question like “If you want to know what happens next, read the book”

Please see the grading rubric to see how the commercials will be graded. Be creative, go all out, and **HAVE FUN!**