

JANUARY 2022 | GRADE - 5 NEWSLETTER

## HOW WE EXPRESS OURSELVES

Central Idea - Advertising by using technology can create change and lead to accelerating different opportunities.

Key Concept - Change, Connection, Perspective

Related Concept - Innovations, Confidence, Efficiency

Attitudes and Attributes - Empathy, Integrity & Creativity

Knowledgeable - Communicators

During this unit of inquiry, the students have been learning about expressing themselves through persuasive languages, images & texts in order to focus on writing, presenting, and engaging an audience through the use of the expression, intonation and varying pitch and performance which built the student's understanding of the value of a performance and enhance the development of their skills. More specifically, students have been analyzing images, music, colors, text, and font used to create an overall message.

### Blooming in progress

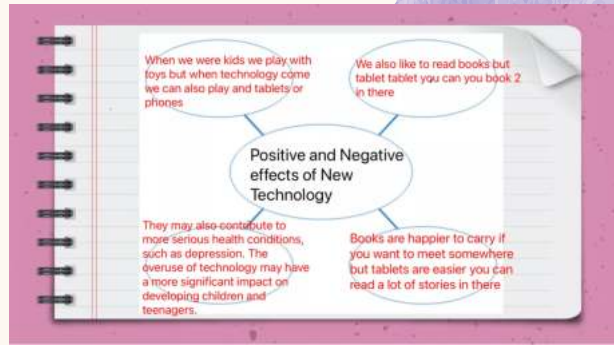
Students collaborated and shared their knowledge critically about advertising is important within our media-saturated society. It seems that advertising is everywhere we look, and this has become even more prevalent with the role that digital media plays in our lives and how easily accessible we are to companies trying to sell us a product.

EXPLORE BELOW



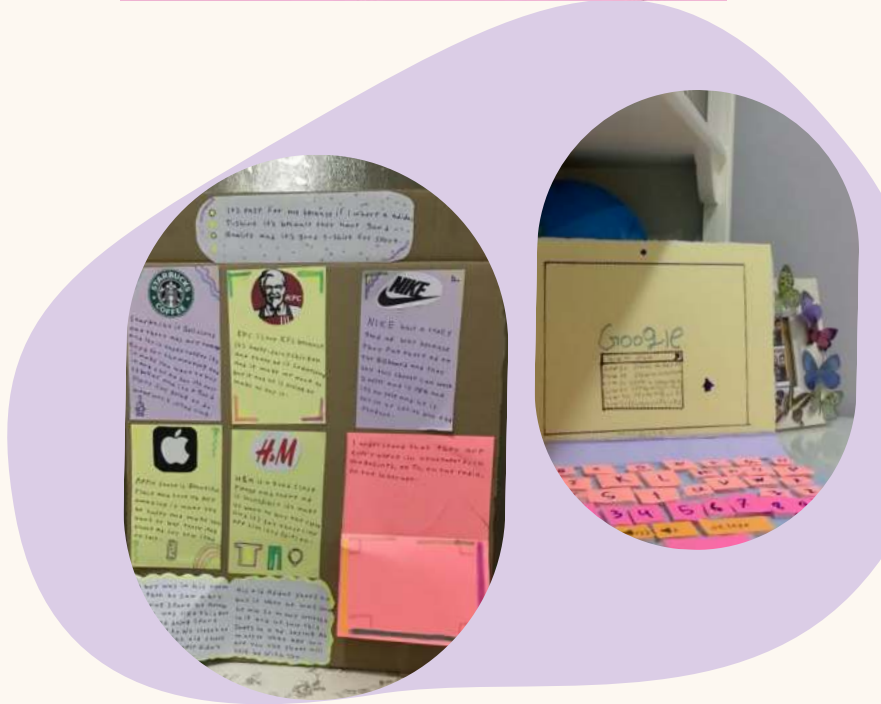
Expression is form of communication

Students expressed differently on how technology and advertisement have impacted society in positive & negative way.



### Impact of Advertising

Positive advertising is also more common than negative advertising. Positive advertising techniques allow customers to trust the company in question more easily. Negative advertising, on the other hand, is the advertisements which work by warning the consumers about the negative consequences of some habit or behavior.



Syllia khadija noor Leena fatimah jader

### Write 3-5 cause and effects of Advertising.

|  |  |
|--|--|
| <b>Causes -</b><br>It make the kids do bad things in life from the bad ads | <b>Effect -</b><br>Advertising technique is a positive way that a business adopts to highlights the unique selling features of its offerings to customers. |
|--|--|

Students will share their reflection using the reading strategy.

|  |   |   |
|--|---|---|
| <b>Before (connect to personal life/activate prior knowledge, make predictions)</b><br>I think that the story is about an person that traveled | <b>During (main idea, draw conclusion)</b><br>it's a person that traveled to a different place to explore the world | <b>After (Summarize, connect to personal life, discuss, interpret the authors purpose)</b><br>I want to travel around the world to discover i traveled and now i discovered the world |
|--|---|---|

Post your reflection on the Padlet

Cute And Comfortable  
Always Be Special

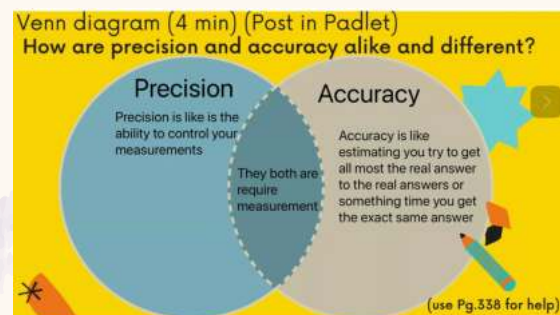


45% of money is going to orphans 🙏

| Advertisement Analysis Template   |  |
|---|--|
| What is the product being advertised?<br><b>McDonald's</b>  | Who is responsible for this advertisement?<br>The company  |
| Who is the target audience?<br>From the age group   | What is this advertisement making people ask?<br>It's making people to buy the product and he is trying to like us To be interesting                                     |
| What advertising techniques have been used?   |  |
| Name of technique   | Examples   |
| The color and the energy  | They are using the logos and they are group of 3 and they are using slogan and they are trying about why you Should buy it and about the color and color big beefy bliss |
| How persuasive do you think this advertisement is? Rate it out of 5 stars and explain why you rated it this way.<br>It's a 5 because it's a picture and They put I'm loving it. And they have a good Nickname |  |

Students recreated slogans and logos for the different products and services which helped them to apply their persuasion techniques in understanding the process of convincing the consumers.

Students expressed themselves in ample ways by using their skills and abilities.



REFLECTION/ASSESSMENT

My favorite part of working on this project was:

It was working with my Friends and thinking about what We do

On this project I am most proud of:

1. How it turns out
2. How we present it
3. And how neat it was

Areas of this project that were not as high quality as the others were:

1. It wasn't as colorful As others
2. Our members was a little late
3. And it didn't have alot of designs

The ways I could have improved on this project was:

1. I could have prepared well
2. I could present it well
3. I could have put more colors

I wish I had...

More colors in it

Two specific things I did that made this project successful was:

1. The shape of it
2. The details

What I learned about my academic skills in this project was:

1. a thinker
2. A communicater
3. And open minded

For the next project, the one thing I would like to work on to produce a higher quality project would be:

Yes I want to be super prepared



Our language is a reflection of our learning. We don't learn from reflection, We learn from experience.



Because I understand that we need to travel more and get off laptops and iPad and other devices and explore the environment

Roadmap to success.. Where do you stand?  
Give reasoning.

Checklist

1. I understand advertising and its parts.
2. As a communicator, I was able to share my knowledge with my class.
3. Through this unit of inquiry, I will be creative in my thoughts and opinions.
4. I analyze how persuasive advertising influences customers.



The effect of advertising on our everyday choices.(Change)

Share your insights about this line of inquiry – The effect of advertising on our everyday choices.

I think it's about negative and positive effects of advertising on everyday choices

Why do you think the Key concept – Change is suitable for this line of inquiry. Give reason to your answer.  
I think it's suitable because for example you have a job to do and then you see the advertisement while you are working and you think that it will help you with your work so for the next days the job became easier and quicker so then you have other things to do instead of working all day

Out of the three skills - *Social, Research, and Self Management Skills*, Which skill do you work on the most. State examples from UOI.



This inquiry helped me to develop research skills because i have to search about everything i search for my home works , presentation , test , i have to share research to get the perfect result i want and also i use technology which is helping me being creative , smart , clever and get new information about the world .

this toy will make you have a smile on you face so if you will pay for it In terms of Dollars - \$23 in riyal it will be eighty six point twenty eight yeah that is right it will be  $80+6+.2+8 = 86.28$



Applying the skills in real world through the Unit of Inquiry



Creativity + Critical Thinking is what makes Grade 5 students unique in their own ways.

Therefore, We believe every student has the ability, and the right, to be creative as well as expressive. By providing IB students with the tools to encourage creative thought and creative behaviors which help the students to develop creativity and, in turn, to foster a commitment to lifelong learning.