



## Object Infomercials 40 minutes total

### Attention/Play/Warm-up Intro: 8 minutes

#### Objective:

Students will be introduced to the idea of creating an infomercial using a common household object.

Introduction: Jenny will perform a brief infomercial for the IMAGINATOR 3000, which acts as her introduction to the lesson:

(intro music)

Hey! My name's Jenny Hill, and have I got a surprise for you! Are you tired of wondering what's going on in a lesson? Wondering why you're here watching this video? Well have I got the product for you! The IMAGINATOR 3000. How does it work, you ask? And what can the IMAGINATOR 3000 do for me? Take a look at that simple construction! It's so easy to use! You just place it over your eyes and everything becomes clearer, twist, bring everything into focus, and you'll feel so centered and calm that you'll wonder how you ever learned anything without the IMAGINATOR 3000! Sure, there was a problem with the previous IMAGINATOR – the IMAGINATOR 2000 – the construction was a little flimsy and it lacked focus – but we've improved on that with a second lens. And our competitor, the CLEVER LEVER can't come anywhere near the level of brilliance that we've achieved now with the IMAGINATOR 3000. I hear you out there – you're asking, Jenny, how can I get my own IMAGINATOR 3000? How much will it cost? That looks out of my budget. I'm only eight years old. I'm here to tell you that you CAN afford the IMAGINATOR 3000! There's no money to send, no phone number to dial! All you have to do is give us your attention for the next forty minutes, and you'll feel the power of the IMAGINATOR 3000.

(outro music)

#### Supplies:

Notepad and pen

#### Instruction:

**FIND:** Introduction of lesson – For this lesson, you'll be using your imaginations, and creating a infomercial with an object. We'll be using a household object, a pen and some paper, and you'll need a little room to move. A surface like a desk or table will help when it's time to share your infomercial.

**WATCH:** Model the objects you have with you. Encourage them to find an object that isn't a stuffed animal or toys that are people or animals. Something that has a property about it that is intriguing.



**DEFINE:** Your **imagination** is the ability that you have to form pictures or ideas in your mind of things that are new and exciting, or things that you have not experienced.

**MOVE/PLAY:** Warm up of imagining what objects could be or do – what problems they might solve. Note qualities of objects (shiny, large, loud and crumple, how it moves) and how it affects possibilities.

**WRITE:** Choose one object and write down a quality it has that seems useful to you.

### **Connection: 7 minutes**

#### **Objective:**

Students will define persuasive writing, and review how an infomercial is an example of persuasive writing.

#### **Supplies:**

Pen & paper

#### **Instruction:**

**DEFINE/WATCH:** What is persuasive writing? VIDEO

Essays

Letters

Advertisements

Speeches

All examples of persuasive writing. We're going to put on our Imaginator 3000s and focus on Infomercials – which are long advertisements. The goal is to persuade the audience to buy whatever the product is.

**WATCH:** VIDEO Ryan Stiles and Colin Mochrie from *Whose Line Is It Anyway* performing an improvisational infomercial. **They don't know what objects they will be given, and have to make up ideas on the fly.**

**WRITE:** Write down what problem their product solves, and some of the ways it solves it.

### **Creation (observation and note taking): 15 minutes**

#### **Objective:**

Students will explore the qualities and movement of their objects, to discover what characteristics they have.



Supplies:

Household objects Paper & pencil

Instruction:

EXPERIMENT: Choose one object to work with. Explore how it moves, the qualities it has.

THINK: What problem can this object solve?

My product solves the problem of “getting hungry too soon before lunch.”

WRITE: Ok, now write it as a question: “Are you tired of always hearing your stomach grumble at 10 a.m., way before lunchtime? Well have I got the product for you!”

PLAY/THINK:: Now that we know what the problem is, and how it will

be solved by this product, what do you want to name your product? It can be something entirely made up from your imagination – like a nonsense word: Gargledeboo. Or it can sound like it makes some sense: The Imaginator 3000. Move the object and see if how it moves gives you any ideas for a name.

WRITE: Take a moment now to brainstorm and then write down your product’s name.

Great name! Love it!

THINK: Now, what does your product do? How does it work?

PLAY/WRITE:: Describe how the product works – you can play and say it all out loud at first. Hold up your object – show its properties, and talk about it. How does someone use it? How does it work? What is it made out of?

PLAY/THINK: What makes your product different from other competing miracle products? What is special about it? For instance, the IMAGINATOR 3000 is lighter in weight than the previous version, the IMAGINATOR 2000, and it’s far less noisy than its competitor, the Clever Lever.. Take a few minutes to play here, then write down your ideas.

PLAY/THINK/WRITE:: There’s a little more to go here with your infomercial content. How will they know where to get it? Or how much it costs? Let us know how much your product costs, then how we can buy it. Do we need to call a number? Show up at a specific store?

Write a letter? The IMAGINATOR 3000 costs nothing but your time and attention, remember? But maybe your product has a monetary value. You decide! Add your ideas to your writing. **\*Creation (practice/rehearsal): 5 minutes**



**Objective:**

Students will practice performing their infomercial.

**Supplies:**

Script and object.

**Instruction:**

**MODEL:** Set up stage with your object, and script, and model the start of a practice session – encourage speaking to an audience to **CONVINCE**.

**THINK/PLAY:** Now it's your turn! Set up your infomercial set, and practice.

**Reflection/Completion: 5 minutes**

**Reflection Questions:** How well do you think you've convinced your audience with your infomercial?

What other objects can you use to create an infomercial?

How else can you use persuasive writing?

**Extensions:**

Everything is more fun with friends! Find a couple of friends to work with. One will be the person to provide the objects (so you don't know what they are), and they will give you a problem the objects will solve, like "cures headaches." Then two of you can improvise an infomercial using the objects you were given. Play and have fun! Be sure to switch places so everyone has a turn at providing the objects and problem, and a chance to be an announcer.

If you create an infomercial you really enjoy, make a video of it to share with us!

**Writing Vocabulary:**

Persuasive Writing  
Imagination

