

Creating a Brochure GRADE 4 PROJECT

You have been hired by the Ministry of Tourism in *Witchwood* to design and produce a brochure to attract *'The Witches'* to one of Canada's Provinces or Territories. It is your job to include all important information about your Province/Territory which will give a sense of all it has to offer. Along with this data you will write a persuasive piece, describing one of your Provinces'/Territories', which will convince *'The Witches'* that this is the place to visit.

REMEMBER *'THE WITCHES'* ARE ALWAYS LOOKING FOR NEW PLACES TO VISIT ONCE HALLOWEEN IS OVER.

Your brochure will have four pages. It is up to you how you arrange your material. Keep in mind your goal is to make a brochure which is eye-catching, informative and persuasive. Convince *'The Witches'* to travel through your Province/Territory.

Required Information

- Map of Province/territory
- Title
- Slogan/logo

- Economic contribution
- Natural resources

- Population
- Flag
- Flower
- Year of Confederation
- Capital city/main cities

Finally choose a major attraction within the Province/Territory

This could be a theme park, museum, historical sight, major shopping centre, part of the landscape (i.e. mountains, rivers, lakes, beaches). When you have decided what you would like to highlight, write a persuasive piece that explains why it is worth visiting.

This project could be a bilingual brochure which combines French Language Arts, English Language Arts and Social Studies.

Step one – jot notes and research

Step two – completing the Social Studies information sheet in English or French

Step three – writing the persuasive piece in English or French

Step four – translating the work from each language (if applicable)

Step five – putting together the brochure

This activity has been created using *Where Do Witches Go?* as a read aloud text.

BEFORE READING: Generate discussion about the front cover and possibilities as to where the witches may go. Generate interest in the idea of going somewhere/travel

DURING READING: Read with expression and fluency emphasizing the 'OR' as a chance to create endless possibilities for where the witches may go

Discuss the illustrations and the recognizable points of interest from each country. Ask students if they can name the buildings and sights.

AFTER READING: Discuss with the students if they have been to any of the places/countries featured in the story.

Possible reading response – describe in as much detail as possible your favourite place. Encourage the children to not only think about places they have visited or traveled but also neighbourhood/community venues where they may enjoy spending time. Emphasize supporting detail – why did they choose this particular place to write about? What makes it special?

In a large group setting discuss all the possibilities for travel within Canada. Generate a KWL chart for each province/territory or complete a placemat or graffiti activity to find out what students already know.

Introduce the creating a brochure project which combines language Arts learning with the Grade 4 Social Studies curriculum. This project involves all four strands of the Language Arts curriculum:

- non-fiction reading
- jot note taking/research
- persuasive writing
- creating a brochure/piece of media literacy
- oral presentation using a prop/persuasive language and voice