

Curricular big idea: Digital citizenship requires both knowledge of digital technology and awareness of its impact on individuals and society.

Vlog: A vlog is a video blog or video log. It is sometimes shortened to vlog which is a form of blog for which the medium is video. Vlog entries often combine embedded video with supporting text, images, and other metadata. Entries can be recorded in one take or cut into multiple parts.

Context: Students apply appropriate strategies to comprehend written, oral, visual, and multimodal texts (linguistic, spatial, visual, music video).

VLOG AND INFOMERCIAL

Why would you want to vlog and why would you create an infomercial?

Vlogs generate conversations, create connections, and allow people to discover new places. Vlogs help people share thoughts, experiences, and knowledge with an audience. Your YouTube video is available for access 24/7, and a video can help grow your business or expand your life. Viewers feel as if they are part of a YouTuber's life and vice versa. This is the reason why vlogs are as popular as they are today.

Directions

1. Use your iPhone or smart phone and create a video
2. Identify what type of vlog you want to create: business, education, music, design blog, photograph
3. You are trying to get the word out about a particular product
4. You will need a
 - Product
 - Spokesperson
 - Headset mic
 - Set
 - Average people to help you
 - A related product
 - A low price
 - Announcer
 - Expert
 - Scenario
5. Infomercial Steps
 - Step 1: Pick a product that is easy to use and inexpensive. Ask yourself, to whom does the product appeal? Give your product a short name to sell it fast.
 - Step 2: Find someone to proclaim the wonder of your product. Give them the mic and let them sell the product. Possibly team your spokesperson with an expert.
 - Step 3: Choose a setting where your spokesperson can demonstrate the excellence of the product in everyday situations. Add a demonstration to highlight the product's incredible qualities.
 - Step 4: Find people who are convinced about the amazing quality of the product.
 - Step 5: For a big finish, proclaim the product's price, and then slash the price for a quick sell. Give your viewers a contact so they may access the product.

Criteria: /6

1. Content (assess topic, integrate thesis, writing structure, citations, and Works Cited)
2. Creativity (appropriate presentation of mood and tone, style, format)
3. Mechanics (editing for syntax, spelling, grammar, vocabulary)
4. Oral language (body language, eye contact, voice, focus, preparation)

Think:

How are a vlog and infomercial socially constructed?

How does the language in an infomercial shape ideas and influence others?

How is viewing an infomercial different from reading a magazine advertisement?