### **SUMMARY**

### By analyzing a variety of genres, students will consider how the style, format, and genre of a text affects its meaning and effectiveness. Students will work to craft a multigenre argument and present their creations to their classmates.

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### **ESSENTIAL QUESTION**

### ***How do style, format, and genre affect a text? Are there particular styles and/or formats that are more effective for a particular genre?***

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### **LESSON SNAPSHOT**

**Engage:**

Students will watch an original Barbie commercial from 1959 and compose a quick write in response.

**Explore:**

Students will read the poem "Barbie Doll" by Marge Piercy and a related blog post entitled "Barbie is past saving."

**Explain:**

Students will complete a T chart over various genres' style/literary choices, evidence, and effectiveness.

**Extend:**

Students will collaboratively craft an argument in a particular genre.

**Evaluate:**

Students will share their creations and provide feedback for their classmates.