

3rd Quarter Flipgrid Book Commercial

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Your assignment is to use Flipgrid to create a 2-minute “book talk” about a novel you read and enjoyed for independent reading. The object of a book talk is to persuade your listeners to read the book you are recommending. A book talk is similar to a trailer for a film, which shows you just enough information to convince you that you should watch the movie. It would be great (but not required) to have a copy of the book as a visual aid to present during your talk. Commercials must be uploaded in Flipgrid by the end of the day Monday, March 18.

Introduction:

- Find an **interesting, exciting, or mysterious** way to start off your book talk and get the audience’s attention. Maybe that’s with a quote or passage, maybe it’s a rhetorical question you ask, etc.
- Clearly introduce your book by stating the **name, author of the book, genre of the book and # of pages**. “My favorite book this quarter was....”

Body:

- Tell a **little** about the setting, important characters, and plot in general *without giving too much away of the story*. Do not just list the characters and the setting and don’t give a drawn-out summary of the book. Under **no circumstances** should you give away the ending of the novel.
- **Present a visual:** If you don’t have the book, use some **OBJECT** that represents a theme of the book. For example, I would use a hockey puck and/or stick if I were going to talk about *Beartown*. I would use pancakes and sausage if I were going to talk about *Pioneer Woman*.

Conclusion:

- This is the recommendation piece. Convince your audience that you loved this book and that this is the book **THEY** want to read next. Infer **which** readers would enjoy the book. For example, “If you like mysteries and books with suspense, this is a book for you.”

Tips

1. **PRACTICE MAKES PERFECT!** WRITE out your script so you are sure you include everything. Practice reading it out loud for **TIMING**. When you record it, **DON’T** “read” it. It should sound natural. Don’t be afraid to delete a recording you are not happy with.
2. Return to your QuickTopic posts if you need written reminders. See the comment boxes in Infinite Campus to remind you which book you were writing about.
3. Find an **APPROPRIATE SETTING** in which to film your book talk...maybe that’s in front of the library shelves or in the snow if your book is about winter or in the kitchen if your book was about cooking. No one wants to see your messy bedroom!
4. **THINK ABOUT NOISE!** Record in a place free from background noise. This will insure your voice is heard clearly during playback.
5. **KEEP IT STEADY!** Place your laptop on a level, stable surface. Wonky camera work (laptop on your lap) will make your audience seasick.
6. **Think CVP! CLARITY**=make sure every word can be heard. **VOLUME**=don’t be too quiet but not too loud either. **PACE**=don’t rush your speech!

Checklist:

- ___ 1. Catchy Introduction
- ___ 2. Mention Title, Author, Genre, # of pages
- ___ 3. BRIEF summary (setting, characters, plot)
- ___ 4. Visual aid=book itself OR better yet an OBJECT that represents a theme of the book that will give you something to talk about!
- ___ 5. Recommendation
- ___ 6. Timing—PRACTICE THIS! Below is a scale I have used in the past for a 2-minute presentation.

Presentation is 2 minutes in length	5	4	3	2	1
Less than 1 minute=1					
1:00-1:15=2					
1:15-1:30=3					
1:30-1:45=4					
1:50-2:10=5 (This gives you a 20-second window).					
2:10-2:20=4					
2:20-2:30=3 (Flipgrid is set to shut off at 2:30)					