



You work for an advertising firm. Your new challenge is to come up with an advertisement to introduce a new game (you choose whether it is a board game, video game, sports game, etc...) titled

## The Glad Game

As you know from your experience with *Pollyanna*, the reason for the Glad Game in the text revolved around the following generalizations: "Every cloud has a silver lining," "When life gives you lemons, make lemonade," and/or "Always look on the bright side." The text was first introduced in 1913. That is almost 100 years ago! Your challenge is to show why the need for this game is just as important (if not more important) today. **You are not creating the game, but you are creating an ad for your game using a persuasive slogan and including professional quality details that will make the public want to purchase your game. Good Luck!**



Criteria	Star Executive	Seasoned Veteran	Intern
Slogan	Slogan takes an original, unique, imaginative approach; highly effective	Moderately effective slogan	Minimally effective; takes a common, conventional approach
Persuasiveness	Highly persuasive in convincing consumers to purchase	Moderately persuasive	Minimally persuasive
Professional Quality	Well written without spelling, grammatical and/or mechanical errors	Adequately written; some errors	Numerous errors that detract from effectiveness

Enduring Understanding: Reading and writing can help us make decisions and choices in our lives.

Essential Question: How does reading about the challenges faced by others help me to face my own?

Benchmark: Recognize their role in the systems of issues and problems occurring in the external world.

Know:

Internal conflict (individual v. self)

External conflict

(individual v. individual, individual v. nature, individual v. society, individual v. technology, individual v. supernatural)

Understand: E 6.4.11 Distinguish among the various types of internal and external conflicts in stories (e.g., individual v. another individual, individual v. nature, individual v. self, individual v. society, individual v. technology, individual v. supernatural)

Do: Describe the type of conflict found in a selection.