


# WINTER-THeMEd ELA ACTiViTiEs

 **Teacher Guide Page: Winter Commercial Rhetorical Appeals**



**Teacher Guide Page**  
**Winter Figurative Language**

## rhetoric TERMS

# rhetoric TERMS

about rhetorical appeals  
selection of commercials and  
credibility, and logic to


**Teacher Guide Page**  
**Winter Songs Theme Analysis**

# MOOD AND TONE

# MOOD AND TONE

**TONES:** The author's attitude toward a subject  
The atmosphere of a piece of writing; it's the response a selection arouses in a reader.

THE WORDS	MOOD WORDS
-----------	------------

Encouraging	Manipulative	Aggravated	Gloomy	Nauseated
Enthusiastic	Melancholy	Amused	Grateful	Nervous
Euphoric	Miserable	Annoyed	Grumpy	Ominous
Excited	Modest	Anxious	Heartbroken	Optimistic
Fearful	Morbid	Apathetic	Hopeful	Painful
Fervent	Naïve	Apprehensive	Hyper	Passionate

would you rather read...

# WINTER STORY

would you rather read...

North Korea. December, 1950.

**BROTHER'S KEEPER** Julie Lee  
Twelve-year-old Sora and her family live under an iron set of rules. His journey without a permit



meetings. Wear red. Hang pictures of the Great Leader. Don't trust your neighbors. Don't speak your

your thoughts and keep them in your mind. You are being watched.

THE



hungary



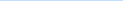
# TEACHER

They just need to avoid napalm enemy soldiers. But they can't.

changes everything. Sora and  
get to Busan on their own. Can  
twelve-year-old girl and her

eight-year-old brother survive three hundred miles of warzone in winter?

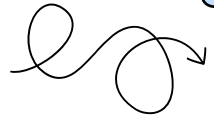
## Small - The Hungry Teacher



# PRINT AND DIGITAL

THE hungry TEACHER

# A MIDDLE SCHOOL ELA



## WINTER ELA ACTIVITIES BUNDLE

This engaging seasonal unit gives students multiple ways to practice key ELA skills while keeping them hooked with winter season-themed texts, songs, and activities. With teacher guides, scaffolded practice, and ready-to-go student pages, you'll have everything you need to bring a little winter-time energy into your classroom—without sacrificing depth or rigor.



**Winter Word Search** (color + black-and-white with answer key)



**Figurative Language Activity** with Teacher guide, reference chart, student practice pages, and answer key.



**Winter TV Commercials: Rhetorical Appeals and Mood and Tone** with Teacher guide, curated video links, reference pages (ethos, pathos, logos), and student analysis worksheets



**Winter Songs Theme/Main Idea** with Teacher guide, curated playlist, and student lyric/theme analysis sheets



**Winter Novel “Would You Rather Read...” Activity** with Teacher guide + slides and student response

# winter-themed ELA activities bundle

This winter-themed bundle of activities helps middle schoolers practice figurative language, rhetoric, theme, and independent reading skills while keeping them engaged with seasonal texts, commercials, songs, and novels. With teacher guides, reference charts, and scaffolded practice, you'll have everything you need to make winter-time both academic and fun.

## ✨ Here's what they'll learn:

- **Figurative Language Foundations:** Identify, explain, and create similes, metaphors, idioms, personification, irony, and more in winter-themed sentences.
- **Rhetorical Appeals in Media:** Analyze how ethos, pathos, and logos are used in winter commercials to persuade audiences.
- **Theme Through Music:** Listen to winter-time songs across genres and analyze lyrics for theme, imagery, and tone.
- **Independent Reading Choices:** Explore novels through "Would You Rather" activities that get students thinking critically about genre, plot, and style.

## 📖 Why this works:

Instead of random holiday worksheets, these activities combine seasonal engagement with real ELA skill-building. Students move from surface-level responses to deeper analysis using high-interest media and texts they can relate to. With built-in teacher guides, reference pages, and answer keys, you can run these activities with confidence and keep the rigor high—even during busy winter-time weeks.

## 💡 Perfect for:

- Teachers who want seasonal activities that *still hit standards*
- Students who need engaging, high-interest practice to stay motivated during winter season
- Any middle school ELA class looking to weave seasonal fun into figurative language, media analysis, and theme work

# Teachers like you have said...



This resource cost me money! **After reading this, the students couldn't wait to read some of these novels.** I had a bunch in my library, but I ordered the rest quickly. When they came, my students couldn't wait to get their hands on the new books! That made my teacher heart happy!"  
– Kingdom A.



My kids loved using this resource for their school day. **They were engaged in the resource and had no trouble getting started. It didn't take a lot of time to prepare this resource, so it was easy for to use quickly.** –Shannon H.



**I love all of Martina's things! I bought this because my students loved the similar packet she made with Valentines English activities** - I especially love the pick a book activity :) –Literary Jane



**"I love all of Martina's resources,** so when I heard she was making a Halloween DIGITAL activity, I had to jump on it! This was perfect for my students to do remotely. **They got to choose which activities they wanted to do, so I love the variety. Plus, most of these topics were already covered in class (thanks to her other units), so I didn't have to reteach anything!"**  
–Christian B.



**My students loved the "would you rather" horror book activity!** Many of them found new books to try out and had fun discussing with one another why they would pick one over the other! –Niewo Knows Best



I used this mainly for the mood and tone tasks and it did not disappoint. **My students were so engaged and interested in these activities. Everything you do is GOLD."** –Jennifer S.

# MIDDLE SCHOOL WINTER-THEMED ELA ACTIVITIES

## DIGITAL GOOGLE SLIDES LINKS:

WOULD YOU RATHER READ NOVEL SLIDES:

DIGITAL STUDENT ACTIVITY PAGES (GOOGLE SLIDES):



## TABLE OF CONTENTS

PAGE	CONTENT
3	Winter Word Search (COLOR)
4	Winter Word Search (BLACK AND WHITE)
5	Winter Word Search <b>ANSWER KEY</b>
7	Figurative Language <b>TEACHER GUIDE PAGE AND LINKS</b>
8	Figurative Language Reference Pages
12	Winter Figurative Language (COLOR)
15	Winter Figurative Language (BLACK AND WHITE)
18	Winter Figurative Language <b>ANSWER KEY</b>
19	Winter TV Commercials Rhetoric <b>TEACHER GUIDE PAGE AND LINKS</b>
21	Rhetoric reference pages
25	Winter TV Commercials Rhetoric (COLOR)
27	Winter TV Commercials Rhetoric (BLACK AND WHITE)
29	Winter TV Commercials Mood and Tone <b>TEACHER GUIDE PAGE AND LINKS</b>
31	Mood and Tone reference pages
35	Winter TV Commercials Mood and Tone (COLOR)
37	Winter TV Commercials Mood and Tone (BLACK AND WHITE)
39	Winter Songs Theme/Main Idea Activity <b>TEACHER GUIDE PAGE AND LINKS</b>
41	Theme reference pages
45	Winter songs Theme/Main Idea Activity (COLOR)
47	Winter songs Theme/Main Idea Activity (BLACK AND WHITE)
49	Winter Novel Would You Rather Read... <b>TEACHER GUIDE PAGE</b>
50	Winter Novel Would You Rather Read... (COLOR)
52	Winter Novel Would You Rather Read... (BLACK AND WHITE)

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# TEACHER GUIDES FOR EACH ACTIVITY

Includes teacher guides, activity materials, full-size reference materials, and student worksheets.

### Teacher Guide Page Christmas Songs Theme Analysis

**Overview**  
This activity uses Christmas songs to help students practice analyzing the lyrics for themes, imagery, and seasonal connections.

**Disclaimer**  
I just play the songs. I don't show the videos. Always preview all lyrics to check for appropriateness in your classroom.

**Why This Activity?**  
Music provides a powerful and relatable entry point for middle school students to explore figurative language and emotional appeals that connect to literary analysis skills. Plus, the fall theme helps engage students in a creative way.

**Instructions**

- 1. Introduce the Activity**
  - Explain that students will analyze the lyrics and create a message.
  - Remind them to listen for imagery, figurative language, and message.
- 2. Play Song Clips**
  - For time management, play only the first section of each song.
  - Pause after each clip for quick discussion or notes.
  - Use teacher notes provided for any special instructions.
- 3. Analyze Themes**

Students can work individually, in pairs, or as a whole class.

  - What is the central theme or message of this song?
  - How does it connect to winter, change, memory, or hope?
  - What figurative language devices stand out?
- 4. Wrap-Up Writing / Discussion**
  - Compare how different genres express similar themes.
  - Optional writing prompt: Choose one song and write a paragraph about how its theme connects to your own winter experiences.

**Differentiation Ideas**

- Support:** Provide lyric excerpts or guiding questions.
- Challenge:** Ask students to compare a song to a poem or another winter-themed text.
- Engagement:** Let students suggest and analyze their own favorite Christmas songs.

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### Teacher Guide Page: Winter Commercial Rhetorical Appeals

**Overview**  
This activity uses winter commercials to teach students about rhetorical appeals. Students will watch a curated selection of commercials and analyze them for emotional connection, credibility, and logic to persuade.

**Disclaimer**  
I just play the commercials. I don't show the videos. Always preview all commercials to ensure appropriateness in your classroom.

**Why This Activity?**  
This "Would You Rather" structure builds buzz around independent reading by presenting students with real choices. It also encourages them to think critically about what draws them to a book—whether it's genre, plot, theme, or style.

**Instructions**

- 1. Introduce the Activity**
  - Show students the slides (included in a separate file).
  - Each slide presents two fall-themed novels with cover images and a synopsis.
- 2. Student Choice**
  - Students read both synopses.
  - They choose which book they would rather read.
  - They write a short explanation for their choice, citing something specific from the synopsis that appealed to them.
- 3. Optional Add-On**
  - If you have physical copies of the books, display them in the classroom.
  - Encourage students to check them out or preview the activity.
  - Use this as a springboard into book talks, independent reading, or literature circles.

**Differentiation Ideas**

- Support:** Provide sentence starters like "I would choose... because..."
- Challenge:** Ask students to connect their choice to a specific book or genre.
- Engagement:** Let students vote on the most popular choice and display the results on a class chart.

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### Teacher Guide Page: Winter Commercial Mood and Tone

**Overview**  
This activity uses winter commercials to teach students how authors and creators use mood and tone to create a specific atmosphere.

**Disclaimer**  
I just play the commercials. I don't show the videos. Always preview all commercials to ensure appropriateness in your classroom.

**Why This Activity?**  
This "Would You Rather" structure builds buzz around independent reading by presenting students with real choices. It also encourages them to think critically about what draws them to a book—whether it's genre, plot, theme, or style.

**Instructions**

- 1. Introduce the Activity**
  - Show students the slides (included in a separate file).
  - Each slide presents two fall-themed novels with cover images and a synopsis.
- 2. Student Choice**
  - Students read both synopses.
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**Differentiation Ideas**

- Support:** Provide sentence starters like "I would choose... because..."
- Challenge:** Ask students to connect their choice to a specific book or genre.
- Engagement:** Let students vote on the most popular choice and display the results on a class chart.

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### Teacher Guide Page: Winter Novel Would You Rather Read...

**Overview**  
This activity helps students explore new novels while practicing decision-making and written explanation skills. Students read short synopses of two books, decide which one they would rather read, and explain their reasoning.

**Disclaimer**  
I just play the synopses. I don't show the videos. Always preview all synopses to ensure appropriateness in your classroom.

**Why This Activity?**  
This "Would You Rather" structure builds buzz around independent reading by presenting students with real choices. It also encourages them to think critically about what draws them to a book—whether it's genre, plot, theme, or style.

**Instructions**

- 1. Introduce the Activity**
  - Show students the slides (included in a separate file).
  - Each slide presents two fall-themed novels with cover images and a synopsis.
- 2. Student Choice**
  - Students read both synopses.
  - They choose which book they would rather read.
  - They write a short explanation for their choice, citing something specific from the synopsis that appealed to them.
- 3. Optional Add-On**
  - If you have physical copies of the books, display them in the classroom.
  - Encourage students to check them out or preview the activity.
  - Use this as a springboard into book talks, independent reading, or literature circles.

**Differentiation Ideas**

- Support:** Provide sentence starters like "I would choose... because..."
- Challenge:** Ask students to connect their choice to a specific book or genre.
- Engagement:** Let students vote on the most popular choice and display the results on a class chart.

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PRINT AND  
DIGITAL

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# SIX WINTER ELA ACTIVITIES

Name: \_\_\_\_\_ Date: \_\_\_\_\_

## WINTER COMMERCIALS MOOD AND TONE

Watch the winter commercials and identify the mood and tone that is created at the

Name: \_\_\_\_\_ Date: \_\_\_\_\_

## WINTER WORD SEARCH

Find the Winter words in the word search below.

Name: \_\_\_\_\_ Date: \_\_\_\_\_

## Figurative LANGUAGE

**Simile**  
Definition: Compares two unlike things using "like" or "as."  
Example: He walked into school **cool as ice**.

**Metaphor**  
Definition: Comparing two things that are not alike to suggest they have something in common.

## rhetic TERMS

Name: \_\_\_\_\_ Date: \_\_\_\_\_

## WINTER COMMERCIALS RHETORICAL APPEALS

Watch the winter commercials and identify the ethos, pathos, and logos used in each. Some may not have all three appeals, but think critically about how all three might be included.

**COMMERCIAL ONE** Product: \_\_\_\_\_  
Ethos: \_\_\_\_\_

## Teacher Guide Page Winter Songs Theme Analysis

**THEME STATEMENTS**

- Human beings are always searching for acceptance.
- Bravery comes in many

**THEME TOPICS IN LITERATURE**

- Acceptance
- Adoption
- Ambition
- Apathy
- Justice
- Kindness
- Knowledge
- Loneliness

Name: \_\_\_\_\_ Date: \_\_\_\_\_

## ANALYZING THE THEME OF WINTER SONGS

Listen to the famous winter songs and/or read the lyrics and determine the theme and main idea of the music. Provide one piece of evidence (a song lyric) that proves your theme.

**SONG ONE:** \_\_\_\_\_  
Main Idea: \_\_\_\_\_

Name: \_\_\_\_\_ Date: \_\_\_\_\_

## DETERMINING THE TYPE OF FIGURATIVE LANGUAGE

Determine which type of figurative language is used and then explain its meaning or how it is that particular type of figurative language.

Name: \_\_\_\_\_ Date: \_\_\_\_\_

## Teacher Guide Page Winter Commercial Rhetorical Appeals

- 'The Show Must Go On' Amazon Christmas Commercial 2020 by Phonoteque <https://youtu.be/RJfReMY6Rgw?si=Cy...>
- Joy Ride | Amazon Holiday Ad by Amazon <https://youtu.be/kfNaC20XGY?si=dshYsAE2PPY9R4c...>
- 1993 Campbells Soup "Melting Snowman" TV Commercial [https://youtu.be/I2ICzd8H0yY?si=jL\\_25HW28Acj2BqB...](https://youtu.be/I2ICzd8H0yY?si=jL_25HW28Acj2BqB...)
- Melt for You by PepsiCO [https://youtu.be/zK0eqg3rEYM?si=lcXkOxajv\\_iaSvN...](https://youtu.be/zK0eqg3rEYM?si=lcXkOxajv_iaSvN...)
- Coca Cola Classic 'Polar Bears' TV commercial 1993 Rough <https://youtu.be/47Dlkfg9Jhk?si=RyGimC8QV...>
- Winter Fun: WeatherTech Commercial by WeatherTech <https://youtu.be/0MY0c2jop90?si=qnQO-0Gi3W55kl...>
- Geico Commercial: Living in a Snow Globe by 0221s <https://youtu.be/TBxxVLF0IWM?si=mcC-orHu4zqTIW9n...>
- Audi Norway Says "No Way" To Will Ferrell by Thomas <https://youtu.be/hnPe9f4TRbE?si=VCoHgI5gvlj22fx2...>
- Dodge AWD.... It's Just Snow!!! snowpocalypse Commercial Melfon Sales <https://youtu.be/WG-6XNzgUg?si=NWJj1vGv...>

Name: \_\_\_\_\_ Date: \_\_\_\_\_

## Teacher Guide Page: Winter Commercial Mood and Tone

- 'The Show Must Go On' Amazon Christmas Commercial 2020 by Phonoteque
- Joy Ride | Amazon Holiday Ad by Amazon
- 1993 Campbells Soup "Melting Snowman" TV Commercial
- Melt for You by PepsiCO
- Coca Cola Classic 'Polar Bears' TV commercial 1993 Rough
- Winter Fun: WeatherTech Commercial by WeatherTech
- Geico Commercial: Living in a Snow Globe by 0221s
- Audi Norway Says "No Way" To Will Ferrell by Thomas
- Dodge AWD.... It's Just Snow!!! snowpocalypse Commercial Melfon Sales

Name: \_\_\_\_\_ Date: \_\_\_\_\_

## MOOD AND TONE

**TONE:** The author's attitude toward a subject  
**MOOD:** The atmosphere of a piece of writing; it's the emotions a selection arouses in a reader.

TONE WORDS			MOOD WORDS		
Admiring	Encouraging	Manipulative	Aggravated	Gloomy	Nauseated
Afraid	Enthusiastic	Melancholy	Amused	Grateful	Nervous
Aggressive	Euphoric	Miserable	Annoyed	Grumpy	Ominous
Arrogant	Excited	Modest	Anxious	Heartbroken	Optimistic
Appreciative	Fearful	Morbid	Apathetic	Hopeful	Painful
Assured	Fervent	Naive	Apprehensive	Hyper	
Awestruck	Friendly	Negative	Awed	Hostile	
Bitter	Flippant	Nervous	Brooding	Indifferent	
Boring	Frivolous	Objective	Calm	Infuriated	
Brash	Giddy	Paranoid	Cheerful	Insidious	
Calm	Grateful	Passive	Chipper	Intimidated	
Casual	Gracious	Patronizing	Confident	Irate	
Cheerful	Gregarious	Peaceful	Confused	Irritated	
Cold	Happy	Persuasive	Content	Jealous	
Complacent	Harsh	Poignant	Cynical	Jovous	
Confiding	Haughty	Quiet	Depressed	Lethargic	
Confused	Hesitant	Romantic	Disappointed	Liberated	
Consoling	Humble	Sarcastic	Distressed	Light-Hearted	
Critical	Hollow	Sentimental	Dreamy	Lonely	
Cynical	Horrific	Serious	Ecstatic	Loving	
Deliberate	Humorous	Shocking	Energetic	Melancholic	
Depressed	Innocent	Somber	Envious	Mellow	
Desperate	Inquisitive	Superior	Exited	Merciless	
Disgusted	Irony	Tired	Frustrated	Moody	
Dramatic	Joking	Urgent	Futile	Morose	
Ecstatic	Loving	Vibrant	Giddy	Nostalgic	

Name: \_\_\_\_\_ Date: \_\_\_\_\_

## WINTER NOVEL WOULD YOU RATHER READ...

Read the synopsis for each novel pair and then write the title of the book you would rather read. Then write an explanation as to why you'd prefer that book.

Would you rather read book one: \_\_\_\_\_  
Explanation: \_\_\_\_\_

Would you rather read book two: \_\_\_\_\_  
Explanation: \_\_\_\_\_

Name: \_\_\_\_\_ Date: \_\_\_\_\_

## WINTER STORY would you rather read...

**BETWEEN SHADES OF GRAY**  
Ruta Sepetys

A knock comes at the door in the dead of night, and Lina's life changes in an instant. With her young brother and mother, she is hauled away by the Soviet secret police from her home in Lithuania and thrown into a cattle car en route to Siberia. Separated from her father, Lina secretly passes along clues in the form of drawing, hoping they will reach his prison camp. But will her letters, or her courage, be enough to reunite her family? Will they be enough to keep her alive?

A moving and haunting novel about loss, fear, and ultimately, survival. Between Shades of Gray is a tour de force of historical and emotional storytelling.

**BROTHER'S KEEPER**  
Julie Lee

North Korea, December, 1950. Twelve-year-old Sora and her family live under an iron set of rules: No travel without a permit. No criticism of the government. No absences from Communist meetings. Wear red. Hang pictures of the Great Leader. Don't trust your neighbors. Don't speak your mind. You are being watched. But war is coming, war between North and South Korea, between the Soviets and the Americans. War causes chaos—and war is the perfect time to escape. The plan is simple: Sora and her family will walk hundreds of miles to the South Korean city of Busan from their tiny mountain village. They just need to avoid napalm, frostbite, border guards, and enemy soldiers. But they can't. And when an incendiary bombing changes everything, Sora and her little brother Young will have to get to Busan on their own. Can a twelve-year-old girl and her eight-year-old brother survive three hundred miles of warzone in winter?

# WOULD YOU RATHER READ... ACTIVITY

Name: \_\_\_\_\_ Date: \_\_\_\_\_

**WINTER NOVEL WOULD YOU RATHER READ...**

Read the synopsis for each novel pair and then write the title of the book you would

Would \_\_\_\_\_ Name: \_\_\_\_\_ Date: \_\_\_\_\_

Explain \_\_\_\_\_ **WINTER NOVEL WOULD YOU RATHER READ...**

\_\_\_\_\_ Read the synopsis for each novel pair and then write the title of the book you would rather read. Then write an explanation as to why you'd prefer that book.



**Teacher Guide Page**  
**Winter Novel Would You Rather Read...**

## Overview

This activity helps students explore new novels while practicing decision-making and written explanation skills. Students read short synopses of two books, decide which one they would rather read, and explain their reasoning.

## Why This Activity?

This “Would You Rather” structure builds buzz around independent reading by presenting students with real choices. It also encourages them to think critically about what draws them to a book—whether it’s genre, plot, theme, or style.

## Instructions

## 1.Introduce the Activity

- Show students the slides (included in a separate file).
- Each slide presents two fall-themed novels with cover images and a synopsis.

## 2.Student Choice

- Students read both synopses.
- They choose which book they would rather read.
- They write a short explanation for their choice, citing something specific from the synopsis that appealed to them.

### 3.Optional Add-On

- If you have physical copies of the books, display them in the classroom.
- Encourage students to check them out or preview them after the activity.
- Use this as a springboard into book talks, independent reading, or literature circles.

### Differentiation Ideas

- **Support:** Provide sentence starters like "I would rather read \_\_\_\_ because..."
- **Challenge:** Ask students to connect their choice to a past favorite book or genre.
- **Engagement:** Let students vote on the most popular picks and track results on a class chart.



**Each lesson plan has a teacher guide, all teacher links, student resources, and any applicable reference sheets.**

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# RHETORIC AND MOOD AND TONE ADVERTISEMENT ACTIVITIES

COMMERCIAL FOUR

Name: \_\_\_\_\_ Date: \_\_\_\_\_

Product: \_\_\_\_\_

Beginning Mood and Tone: \_\_\_\_\_

Explanation/Evidence: \_\_\_\_\_

End Mood and Tone: \_\_\_\_\_

WINTER COMMERCIALS MOOD AND TONE

Watch the winter commercials and identify the mood and tone created in the beginning and identify the mood and tone that is created at the end of the commercials.

MOOD AND TONE

**MOOD:** The author's attitude toward a subject

**MOOD:** The atmosphere of a piece of writing; it's the

Teacher Guide Page: Winter Commercial Mood and Tone

**Overview**

This activity uses winter commercials to teach students how authors and creators establish **mood and tone**. Students will watch a curated selection of commercials and analyze how elements like lighting, music, color, pacing, and dialogue work together to create a specific feeling and attitude toward the subject.

**Why These Commercials?**

There are tons of winter commercials out there, but I selected these because they're appropriate for middle school and require little to no editing. Teachers should always preview the commercials to ensure they fit their classroom and students.

**Instructions**

- Introduce Mood and Tone:** Review the difference between mood (the feeling or atmosphere created for the audience) and tone (the author's or creator's attitude toward the subject). Provide a few familiar examples from stories, songs, or films.
- Watch Commercials:** Give students the **Links Page** (below) or show the videos as a class.
  - Option 1: Watch together and pause to discuss key moments.
  - Option 2: Assign in small groups or stations for independent analysis.
- Watch Commercials:** After each commercial, have students identify and discuss:
  - What is the mood of the commercial? How do you know?
  - What is the tone the company or narrator uses?
  - Which elements (music, lighting, sound effects, word choice, pacing, colors) help create that effect?
  - How do the choices connect to winter themes or emotions?

**Wrap-Up Discussion / Writing**

- Students reflect: Which commercials created the strongest mood? Which used tone most effectively to influence the audience's reaction?
- You might also ask: How does mood or tone affect how we respond to advertisements during winter?

**Differentiation Ideas**

- Advanced learners:** Compare two commercials that create contrasting moods (e.g., spooky vs. funny) and explain which is more effective and why.
- Support:** Provide a sentence frame or mood/tone chart (e.g., "This commercial feels \_\_\_\_\_ because the creator used \_\_\_\_\_").
- Cross-curricular:** Connect to art or media studies by discussing color psychology or sound design in advertising.

Name: \_\_\_\_\_ Date: \_\_\_\_\_

WINTER COMMERCIALS RHETORICAL APPEALS

Watch the winter commercials and identify the ethos, pathos, and logos used in each. Some may not have all three appeals, but think critically about how all three might be included.

COMMERCIAL ONE Product: \_\_\_\_\_

Ethos: \_\_\_\_\_

Pathos: \_\_\_\_\_

Logos: \_\_\_\_\_

COMMERCIAL TWO Product: \_\_\_\_\_

Ethos: \_\_\_\_\_

Pathos: \_\_\_\_\_

Logos: \_\_\_\_\_

rhetoRiC TERMS

**RHETORICAL ANALYSIS**

**Definition:** A reason or set of reasons given with the aim of persuading others that an action or idea is right or wrong

**Example:** Alyssa wrote a paper, and her argument was that Martin Luther King was better at encouraging change during the Civil Rights Movement, than Malcolm X.

Pathos is an appeal to emotions, and it's used to convince someone of the credibility of the persuader.

Teacher Guide Page: Winter Commercial Rhetorical Appeals

**Overview**

This activity uses winter commercials to teach students about rhetorical appeals (ethos, pathos, logos). Students will watch a curated selection of commercials and analyze how companies use emotional connection, credibility, and logic to persuade their audience.

**Why These Commercials?**

There are tons of winter commercials out there, but I selected these because they are appropriate for middle school and either don't require skipping—or I've noted which parts to avoid. Teachers should always preview the commercials to ensure they work in their classroom setting.

**Instructions**

- Introduce Rhetorical Appeals**
  - Review ethos (credibility), pathos (emotions), and logos (logic) with examples.
- Watch Commercials**
  - Provide students with the **Links Page** (below) so they can access the videos.
  - Option 1: Watch together as a class and pause to discuss.
  - Option 2: Assign in small groups or stations for independent analysis.
- Analyze Appeals**
  - After each commercial, have students identify:
    - Which appeal(s) are used?
    - What specific techniques make it effective (music, narration, imagery, characters, etc.)?
    - How does the commercial connect to Thanksgiving traditions or emotions?

**Wrap-Up Discussion / Writing**

Students reflect: Which rhetorical appeal seems most common in winter commercials? Why might advertisers lean on that strategy during the holiday season?

**Differentiation Ideas**

- Advanced learners:** Compare the effectiveness of appeals across commercials.
- Support:** Provide sentence starters or a graphic organizer (e.g., "This commercial appeals to \_\_\_\_\_ because...").
- Cross-curricular:** Tie into media literacy or even economics (holiday spending).

# DIGITAL STUDENT NOTEBOOK AND GOOGLE SLIDES INCLUDED

Winter ELA Activities

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## WINTER NOVEL WOULD YOU RATHER READ...

Read the synopsis for each novel pair and then write the title of the book you would rather read. Then write an explanation as to why you'd prefer that book.

# WINTER STORY

would you rather read...

**Between Shades of Gray**  
RUTA SEPETYS

Have you ever wondered what a human life is worth?

A knock comes at the door in the dead of night, and Lina's life changes in an instant. With her young brother and mother, she is hauled away by the Soviet secret police from her home in Lithuania and thrown into a cattle car en route to Siberia. Separated from her father, Lina secretly passes along clues in the form of drawings, hoping they will reach his prison camp. But will her letters, or her courage, be enough to reunite her family? Will they be enough to keep her alive?

A moving and haunting novel about loss, fear, and ultimately, survival, *Between Shades of Gray* is a tour de force of historical and emotional storytelling.

**BROTHER'S KEEPER**  
Julie Lee

North Korea, December, 1950. Twelve-year-old Sora and her family live under an iron set of rules: No travel without a permit. No criticism of the government. No absences from Communist meetings. Wear red. Hang pictures of the Great Leader. Don't trust your neighbors. Don't speak your mind. You are being watched.

But war is coming, war between North and South Korea, between the Soviets and the Americans. War causes chaos—and war is the perfect time to escape. The plan is simple: Sora and her family will walk hundreds of miles to the South Korean city of Busan from their tiny mountain village. They just need to avoid napalm, frostbite, border guards, and enemy soldiers. But they can't. And when an incendiary bombing changes everything, Sora and her little brother Young will have to get to Busan on their own. Can a twelve-year-old girl and her eight-year-old brother survive three hundred miles of warzone in winter?

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## ANALYZING THE THEME OF WINTER SONGS

Listen to the famous winter songs and/or read the lyrics and determine the theme and main idea of the music. Provide one piece of evidence (a song lyric) that proves your theme.

Song One
Main Idea
Theme
Evidence or Explanation

Song Two
Main Idea
Theme
Evidence or Explanation

Song Three
Main Idea
Theme
Evidence or Explanation

Song Four
Main Idea
Theme
Evidence or Explanation

Winter Novel Would You Rather...

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## WINTER STORY

would you rather read...

**SALT SEA**  
RUTA SEPETYS

Winter 1945. WWII. Four refugees. Four stories. Each one born of a different homeland: each one hunted, and haunted, by tragedy, lies, war. As thousands desperately flock to the coast in the midst of a Soviet advance, four paths converge, vying for passage aboard the Wilhelm Gustloff, a ship that promises safety and freedom. But not all promises can be kept...

**ICEBERG**  
JENNIFER A. NIELSEN

Hazel Rothbury is traveling all alone from her home in England aboard the celebrated ship *Illica*. Following the untimely death of her father, Hazel's mother is sending her to the US to work in a factory, so that she might send money back home to help her family make ends meet. But Hazel harbors a secret dream: She wants to be a journalist, and she just knows that if she can write and sell a story about the *Illica*'s maiden voyage, she could earn enough money to support her family and not have to go to a sweatshop. When Hazel discovers that her mother didn't send her with enough money for a ticket, she decides she must show away onboard the starry ship. With the help of a porter named Charlie and a sweet first-class passenger named Sylvia, Hazel explores the quiet ship in secret, but a haunting mystery quickly finds her, the danger only intensifies when calamity strikes, and readers will be caught up in the terror and suspense alongside Hazel as she fights to save her friends and herself.

THREE

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