

Bibliography of Children’s Literature for Advanced Persuasive Writing

Using Literature to Support Your Writing Program

Writers of all ages are inspired by the work of other writers. An important component of any classroom writing program is the sharing of examples of writing by professional authors. You may wish to read these examples to the students and discuss them within the context of the genre being studied. Or you may offer them as independent reading selections. While some students are reading independently, you can conference with others who need help during the editing and proofreading process.

Clements, Andrew. *The School Story*. Twelve-year-old Natalie writes a novel about life in school. Her friend tells her it’s a great story, and Natalie wants to get it published, but will she be able to persuade a publishing company to accept it?

Frisch, Carlienne. *Hearing the Pitch: Evaluating All Kinds of Advertising*. The reader will discover what advertising is, what types of advertising there are, how advertising is presented, and how advertisements can be evaluated. The hidden messages, misleading generalities, permissible lies, bait-and-switch tactics, and other advertising techniques are exposed to help the consumer make better-informed decisions.

Gard, Carolyn. *Cool Careers without College for People Who Love to Sell Things*. Fourteen careers in sales are detailed in this book that features color photographs of each worker and plenty of references for more information. The text reveals what it takes to succeed in each job as well as the education and training requirements, salary, and outlook.

Graydon, Shari. *Made You Look: How Advertising Works and Why You Should Know*. Preteens and teens are the targets of all sorts of advertising. In order to become wise consumers, they need to understand how and why advertising works. This book explains why companies advertise (to increase sales and make money) and how those companies use psychology to get consumers to purchase their products. A section at the back of the book gives names and addresses of organizations that accept complaints against advertisers and can enforce laws and regulations that protect the consumer.

Hogya, Bernie, and Sal Taibi. *Milk Mustache Mania*. Students will enjoy reading about how the milk-mustache advertising campaign was conceived and produced. This book features color photographs of the television, sports, cartoon, and film stars from television and magazine advertisements and interesting tidbits about how the advertisements were produced.

McGlothlin, Bruce. *Search and Succeed: A Guide to Using the Classifieds*. This easy-to-read book explains how to use the classified ads in newspapers and magazines. Several stories tell how various young people were able to fulfill their needs through classified ads. The book includes advice on reading classified ads, responding to them, and placing them. The author warns young people to use classified ads with caution because some unscrupulous advertisers take advantage of unsuspecting readers.

Mierau, Christina. *Accept No Substitutes! The History of American Advertising*. This book traces the history of American advertising from colonial days to the present and contains numerous photographs of historical advertisements.

Milton, Bess. *Advertising*. According to the author, American advertising began around the time of the Revolutionary War when Americans thought it was important to buy American-made products. This easy-to-read book follows the history of American advertising from then until now. The author predicts that the future of advertising will involve more use of Web sites, interactive television, and other technological advances.

Petley, Julian. *Advertising*. Readers who think they might like to pursue a career with an advertising agency or who are interested in how an advertising agency works will find this book informative. A variety of jobs within an advertising agency are profiled, and tips are given for getting a job in the industry.