

Jingle Jingle

Stanza the dog loves to write all different types of poetry: haiku, sonnets, and verse. He learns about a new type of poetry when he enters a writing competition—**jingles**. A **jingle** is a catchy phrase or slogan, often set to a fun tune, that is used to advertise a certain product. You can hear jingles on TV or radio commercials. Jingles are usually short and very memorable. Now it's your turn to be a jingle writer.

Imagine that you are entering a contest to create a jingle for your favorite product. It's your job to come up with the words (or lyrics) that will be used in the TV commercial. The contest rules state that you must come up with **FOUR RHYMING LINES**.

WRITING STEP #1: Choose the product you want to advertise. Pick your favorite food, book, game, or movie.

WRITING STEP #2: Write down all the words you can think of that describe your favorite product. Think about how it looks, what it sounds like, how it smells, how it feels, and how it tastes. Also consider how it makes you feel when you have your favorite product. Does it make you laugh or cry? Does it make you happy or mad? Does it make you move fast or slow?

WRITING STEP #3: Look at your word list and determine which words rhyme.

WRITING STEP #4: Begin writing short sentences that describe your product. Be sure to include words from your list in step #2.

WRITING STEP #5: Create a rhyming pattern. Here are some patterns to experiment with:

- Line 1 rhymes with Line 2 and Line 3 rhymes with Line 4
- Line 1 rhymes with Line 3 and Line 2 rhymes with Line 4
- Line 1 rhymes with Line 4 and Line 2 rhymes with Line 3

WRITING STEP #6: Read your jingle out loud. Do you like the way it sounds? If not, go back and make some changes. Revision is an important part of writing.

WRITING STEP #7: Finalize your jingle. Share it with friends.

JINGLE CHALLENGE: Create a tune for your jingle. Sing it out loud. Is your jingle more memorable now that it has a melody to go with it?

CONTEST PRIZE: What do you think would be the perfect prize for winning a jingle contest?



by Jill Esbaum
illustrated by Jack E. Davis
978-0-15-205998-9