

J. Peterman Activity



<http://www.youtube.com/watch?v=Ad5Bu9GN3zg>

Voice

J. Peterman Activity

Writing with Style



September rain slapping my face in Alaskan winds. I'm in a full jog.

A Kodiak bear, 150 yards back on other side of Karluk River, is following at same effort.

My seaplane's 300 yards upstream.

My guide (and pilot), jogging next to me, drops his fishing gear and bursts to a sprint. I do the same as does the bear now crossing toward us. It's about this time I take stock of this jacket.

It's lightweight but has a warm fleece backing. Soft shell exterior stretches naturally as I run, yet is double-layered to protect against this vicious rain. Zip pockets keep my fishing gear flies dry. Velcro closure cuffs. Band collar. Eyelet mesh vents under my arms. It's almost equipment. And, stylish. Yes, I will wear it to dinner tonight.

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It's February.

Your remote beach cottage is empty.

The old gentleman who looks after the place takes you and your friend across the cold, choppy bay in his launch.

You walk up the creaky, gap-toothed boardwalk to the front door.

Beach-side windows sparkle with cataracts of salt.

He disappears around the side with a wrench.

The water pipes shudder and groan, then sing into life.

"There ya go, Missus."

Inside, you find it just where you left it. Your favorite cabled cotton sweater, inside the chipped blue wooden chest at the foot of the bed.

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What's so good about this shirt is what it is not.

It's not this week's fashion statement.

It's the real thing: the actual cotton workshirt actually worn by the actual mountain people of Otavalo, Ecuador. For about the past four centuries.

The tiny wrinkles and creases in the fabric guarantee that you will look neither starched nor disheveled. You will look merely at ease.

You will also look just a tiny bit interesting; a little more so for every mile more distant from Otavalo you happen to find yourself.

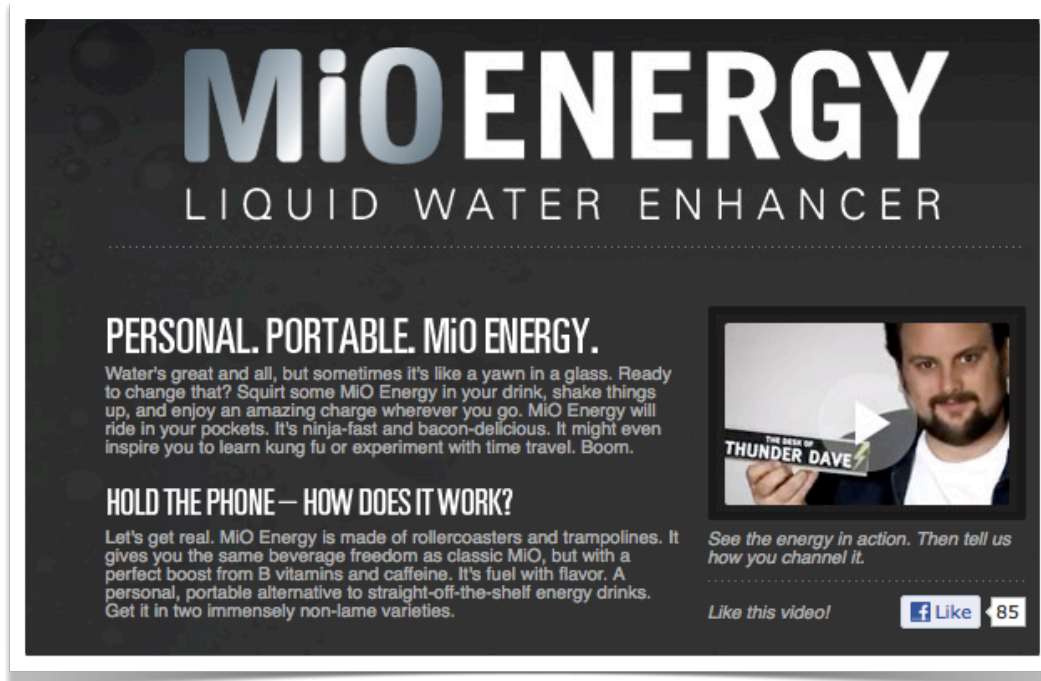
(A dozen pleats on either side of the four-button front placket, gathers at the back yoke and cuffs. Faintly swashbuckling.)

Men will look broad-shouldered, brave, and secretly kind. Their female friends will encourage them to go without shaving for a few days.

Women will look narrow-waisted, innocent (but with a hint of wildness) when wearing it with trousers. Worn with a soft skirt and a wide belt? That's another matter entirely. I don't want to spoil the surprise.

Voice

Writing with Style



MiO ENERGY
LIQUID WATER ENHANCER


PERSONAL. PORTABLE. MiO ENERGY.

Water's great and all, but sometimes it's like a yawn in a glass. Ready to change that? Squirt some MiO Energy in your drink, shake things up, and enjoy an amazing charge wherever you go. MiO Energy will ride in your pockets. It's ninja-fast and bacon-delicious. It might even inspire you to learn kung fu or experiment with time travel. Boom.

HOLD THE PHONE — HOW DOES IT WORK?

Let's get real. MiO Energy is made of rollercoasters and trampolines. It gives you the same beverage freedom as classic MiO, but with a perfect boost from B vitamins and caffeine. It's fuel with flavor. A personal, portable alternative to straight-off-the-shelf energy drinks. Get it in two immensely non-lame varieties.

See the energy in action. Then tell us how you channel it.

Like this video!  85

Voice



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Trait – Voice

Title: J. Peterman Activity

Materials:

- Copies of the J. Peterman catalogue or access to the website, <http://www.jpeterman.com/>
- Paper/pencil
- Video clip from Seinfeld, <http://www.youtube.com/watch?v=Ad5Bu9GN3zg>

Teacher Steps:

1. Show video clip from Seinfeld when Elaine meets J. Peterman!
2. Discuss “style” and what that means when it relates to writing.
3. Show some examples of the catalogue or website so students can “hear” the voice in the writing.
4. Have students bring in an item/product and write an ad or description of the product modeling the voice used in J. Peterman’s catalogue.
5. Publish students’ work on classroom blog, website, Padlet, or tweet out the writing!



Voice