

Final |īz|, |iv|, and |ij|

Read and Say



Basic

1. *advertise*
2. *attractive*
3. *image*
4. *recognize*
5. *descriptive*
6. *usage*
7. *criticize*
8. *realize*
9. *percentage*
10. *college*
11. *positive*
12. *exercise*
13. *organize*
14. *courage*
15. *storage*
16. *civilize*
17. *protective*
18. *advantage*
19. *modernize*
20. *sausage*

READ the sentences. **SAY** each bold word.

Did you **advertise** the play?
 She is an **attractive** woman.
 The dog barks at its **image** in the mirror.
 He did not **recognize** me in the dark.
 Her poems are very **descriptive**.
 We can save our forests through careful **usage**.
 Did they **criticize** your work?
 I did not **realize** how late it was.
 What **percentage** of the class plays basketball?
 He wants to go to **college** after high school.
 I am **positive** that I left my coat here.
 Playing soccer is good **exercise**.
 We should **organize** our books.
 The soldier received a medal for his **courage**.
 She put her winter coat in **storage**.
 The teacher tried to **civilize** the wild students.
 Please wear **protective** clothing in the rain.
 The runner's strength was her best **advantage**.
 We will **modernize** our house.
 Do you eat **sausage** for breakfast?

Think and Write

Each word ends with the final |īz|, |iv|, or |ij| sounds.

|īz| **advertise**, **recognize** |iv| **attractive** |ij| **image**

- What are two spelling patterns for the final |īz| sounds? What is one spelling pattern for the final |iv| sounds? for the final |ij| sounds? How is the Elephant Word different?

Now write each Basic Word under its final sounds.

Final |īz| Sounds

Final |iv| Sounds

Final |ij| Sounds

- | | |
|---------------|---------------|
| Review | 23. language |
| 21. message | 24. creative |
| 22. televise | 25. sensitive |

- | | |
|------------------|-----------------|
| Challenge | 28. visualize |
| 26. merchandise | 29. alternative |
| 27. aggressive | 30. beverage |

Independent Practice



Spelling Strategy

When you hear the final [ɪz], [ɪv], or [ɪj] sounds, think of these patterns:

final [ɪz] *ize, ise*

final [ɪv] *ive*

final [ɪj] *age*

Word Analysis/Phonics Complete the exercises with Basic Words.

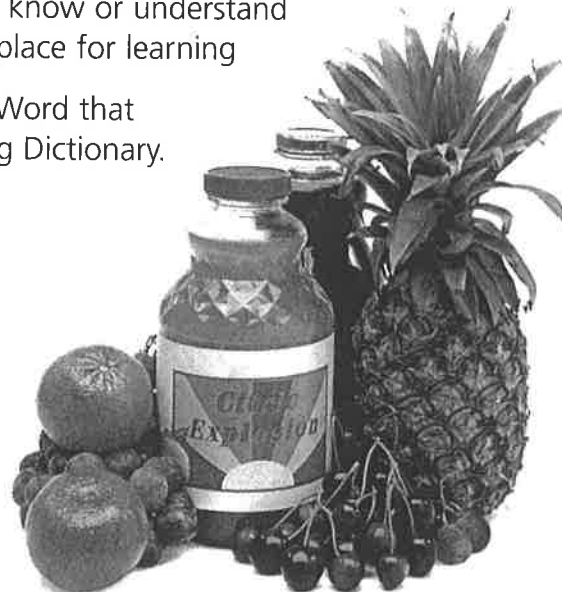
1. Write the word with the word root *tract*, meaning "to pull."
- 2-5. Write the words that have these base words.
 2. use
 3. percent
 4. store
 5. civil

Vocabulary: Word Clues Write the Basic Word that fits each clue.

6. synonym for *bravery*
7. to announce a product
8. to bring up-to-date
9. strengthens your muscles
10. synonym for *benefit*
11. may be a pizza topping
12. to know or understand
13. a place for learning

Challenge Words Write the Challenge Word that completes each sentence. Use your Spelling Dictionary.

14. The ad described the food so clearly that I could _____ it.
15. This ad is for a new _____ made from several juices.
16. A salesperson sells a company's _____.
17. A newspaper ad is a good _____ to a radio ad.
18. A store that runs many ads has an _____ marketing plan.



Daily Review

Spelling-Meaning Connection

How can you remember to spell the [s] sound in *criticize* with *c*? Think of the related words *critic* and *critical*. The sound of the *c* changes, but the spelling remains the same.

- 19-20. Write *critic* and *criticize*. Underline the letter in *critic* that helps you spell the [s] sound in *criticize*.

critic

criticize

critical

Review: Spelling Spree

Meaning Match Each item below contains a meaning for a base word followed by an ending. Add the base word to the underlined ending to write a Basic or Review Word.

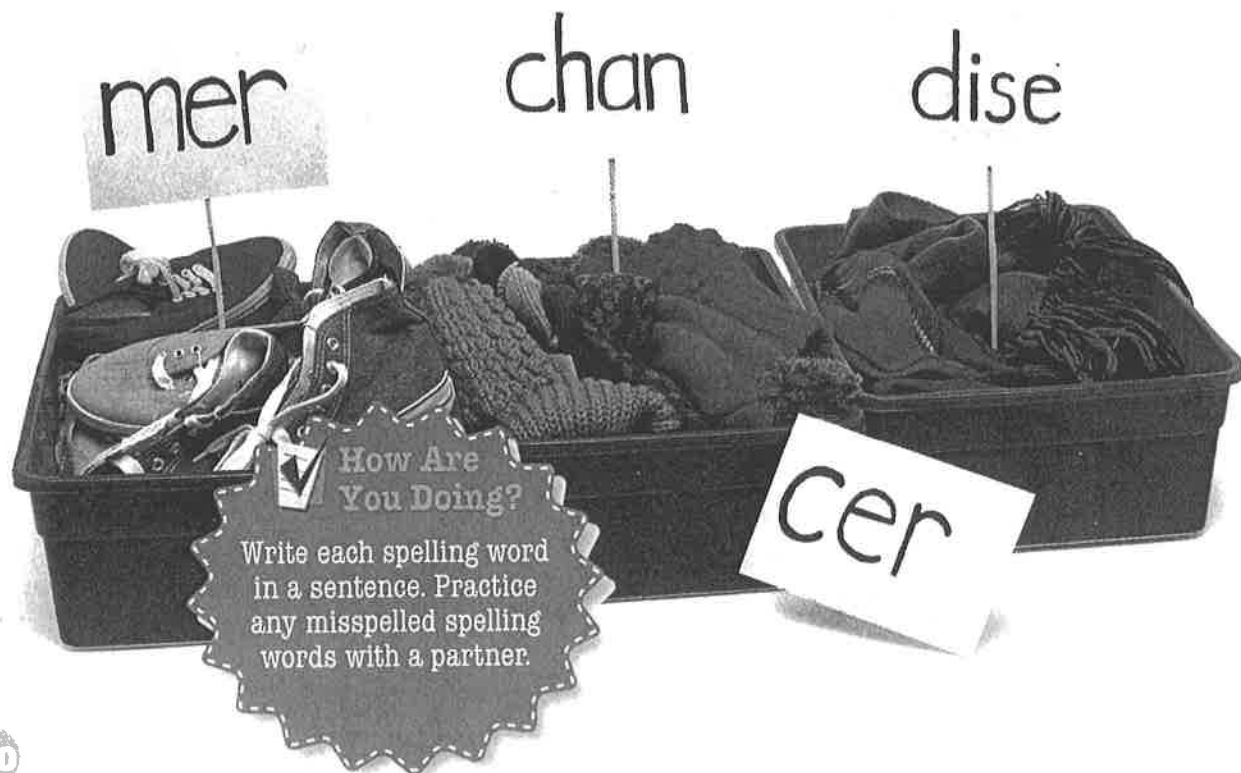
Example: someone who breaks into a house + ize *burglarize*

1. polite and courteous + ize
2. having to do with the present time + ize
3. to keep from harm + ive
4. a person who writes reviews + ize
5. one part in a hundred + age
6. to pull toward oneself + ive

Syllable Scramble Rearrange the syllables to write a Basic or Review Word. There is one extra syllable in each item.

Example: chan cer dise mer *merchandise*

- | | | |
|---------------------|---------------------|------------------------|
| 7. age ege im | 14. ad age tise ver | 20. tive de vish scrip |
| 8. vise e or tel | 15. sage per sau | 21. tain age cour |
| 9. ad er tage van | 16. a pen tive cre | 22. tive re i pos |
| 10. tar lege col | 17. ive age us | 23. gan ize di or |
| 11. er til cise ex | 18. og rec age nize | 24. ize re al age |
| 12. si sen ber tive | 19. gor guage lan | 25. sage more mes |
| 13. men age stor | | |



Proofreading and Writing

Proofread: Spelling and Commas in a Series Use commas to separate a series of three or more items.

Artists, musicians, and writers work in advertising. Find four misspelled Basic or Review Words and four missing commas in this ad. Write the ad correctly.

Create a new imaje with a modern mesage!

ADVANTAGE Sportswear

Wear clothes that look classy

sassy and fun.

Wear clothes that make you feel

attractive creative and possitive.

ADVANTAGE

SPORTSWEAR

They're the only clothes you'll ever want.



Basic

1. advertise
2. attractive
3. image
4. recognize
5. descriptive
6. usage
7. criticize
8. realize
9. percentage
10. college
11. positive
12. exercise
13. organize
14. courage
15. storage
16. civilize
17. protective
18. advantage
19. modernize
20. sausage

Review

21. message
22. televise
23. language
24. creative
25. sensitive

Challenge

26. merchandise
27. aggressive
28. visualize
29. alternative
30. beverage

Write an Ad

Write a magazine ad for an unusual new product; create a product if you like. What are the product's selling points? Try to use five spelling words and at least one series of three or more items.



Proofreading Marks

- ¶ Indent
- ^ Add
- ⊙ Add a period
- ⌋ Delete
- ≡ Capital letter
- / Small letter
- ∩ Reverse order

Proofreading Tip

Check to see that you used commas correctly with items in a series.

Expanding Vocabulary

**Spelling
Word Link**
description

The Word Root *scribe* or *script* The word root *scribe* or *script* comes from the Latin word *scribere*, meaning "to write." In English, verbs use the *scribe* form of *scribere*, and nouns use the *script* form. Many other words in English with common roots follow this pattern.

The ad **describes** the car. The **description** is accurate. Write the appropriate form of each unpaired word shown on the chart. Use your Spelling Dictionary if you need help.

Verb: scribe	Noun: script
describe	description
inscribe	1. ?
2. ?	subscription
prescribe	3. ?

Work Together With a partner write two sentences for each picture below, using word pairs from the chart. Use the verb form of the word in one sentence and the noun form in the other.



Try
CHALLENGE

When a
comme
storybc
picture:
directio

Real-World Connection

Business: Advertising All the words in the box relate to advertising. Look up these words in your Spelling Dictionary. Then write the words to complete this news release.

News Item For Immediate Release

AD VENTURES

Ad Ventures, a local ad agency, is organizing a (1) to promote a new (2) of jeans. The agency's copywriters have come up with a catchy (3), and its art department has designed an attractive (4). The ad will be so (5) that it will be impossible to forget these jeans. The ad agency will use several different (6), including television, radio, and (7) displays on highways, to promote this product. People will be able to buy the jeans in stores and through a mail-order (8).

Spelling Word Link

advertise

brand
slogan
campaign
media
logo
catalog
billboard
memorable

Try This CHALLENGE

Yes or No? Write *yes* if the underlined word is used correctly. Write *no* if it is not.

9. The campaign to advertise the store was successful.
10. The company's logo appears on its products.
11. The catalog lists every dress the company makes.
12. The teacher wrote our assignment on the billboard.

★ Fact File

When an advertiser puts together a TV commercial, an artist designs a storyboard. The storyboard is a series of pictures illustrating the script. It gives directions for filming the commercial.

