



IO Practice #1

They understand and express ideas and information confidently and creatively in more than one language and in a variety of modes of communication. They work effectively and willingly in collaboration with others.
– IB Learner Profile, Communicators

Task Overview:

You will be delivering a 10-minute oral presentation based on one literary text and one non-literary text:

- *The Great Gatsby* by F. Scott Fitzgerald (literary text)
- An advertisement for a luxury watch brand (non-literary text)

Your analysis will focus on the global issue of class structure and how this issue is represented in both the literary and non-literary texts.

You will explore:

- How class structure influences the characters' lives, desires, and actions in *The Great Gatsby* and how it is portrayed in the luxury advertisement.
- The ways both texts critique or represent social class systems and aspirations.
- The language and stylistic devices used to convey this issue in both types of texts.

Step-by-Step Instructions:

1. Prepare Your Analysis:

Extract Selection:

You will work with the provided extracts:

- *The Great Gatsby* extract from Chapter 5, where Gatsby showcases his wealth to Daisy.
- A luxury watch advertisement that promotes wealth and status through imagery and text.

Carefully read both extracts and consider how class structure is portrayed in each:

- In *The Great Gatsby*, analyze how Gatsby's wealth is used to impress Daisy and how class distinctions impact his actions and desires.
- In the advertisement, observe how the imagery, word choice, and layout are designed to appeal to consumers' aspirations for wealth and status.

2. Global Issue: Class Structure

Define the global issue of class structure. Consider its broader implications and significance in society:

- Why is this issue relevant in both texts, and how does it reflect real-world societal structures?
- Consider how the desire to change class position affects characters in *The Great Gatsby* and how the advertisement plays on consumers' aspirations for upward mobility.



3. Literary Text Analysis (4-5 minutes):

- *The Great Gatsby*: Discuss Gatsby's obsession with wealth as a means of accessing the upper class. Analyze the symbolism of Gatsby's mansion, his possessions, and his desire to impress Daisy.
- Explore Fitzgerald's critique of the American Dream, focusing on how class mobility is depicted as unattainable for Gatsby, despite his wealth.

4. Non-Literary Text Analysis (4-5 minutes):

- Luxury Watch Advertisement: Examine how the advertisement uses visual elements (such as luxury imagery, colors, and font) and language to convey the association of wealth with success and status.
- Analyze the ways the advertisement manipulates the audience's desires to associate material wealth with personal worth and societal standing.

5. Comparison and Conclusion (1-2 minutes):

- Compare the treatment of class structure in both texts. What similarities and differences do you notice in how *The Great Gatsby* and the luxury watch advertisement portray the impact of class on individuals?
- Conclude by summarizing how both texts critique or promote social hierarchies and the characters'/audience's relationship with class.

6. Prepare for Follow-Up Questions:

- After your presentation, your teacher will ask you follow-up questions to probe deeper into your analysis. Be ready to discuss the connections between the texts and how stylistic techniques (both literary and non-literary) are used to explore the global issue of class structure.

Presentation Tips:

- Stay focused: Clearly connect your analysis to the global issue of class structure throughout the presentation.
- Use evidence: Refer directly to quotes, images, and stylistic devices in the extracts to support your points.
- Organize your ideas: Follow the suggested time structure to ensure you fully cover both texts and leave time for a conclusion.



Criterion D: Language

Total Score: _____

Learner Profile reflection: How did you show attributes of being a clear communicator throughout this project?



Excerpts:

1. **Literary Text:** *The Great Gatsby* by F. Scott Fitzgerald

Extract:

From Chapter 5:

“He hadn’t once ceased looking at Daisy, and I think he revalued everything in his house according to the measure of response it drew from her well-loved eyes. Sometimes, too, he stared around at his possessions in a dazed way, as though in her actual and astounding presence none of it was any longer real. Once he nearly toppled down a flight of stairs. His bedroom was the simplest room of all—except where the dresser was garnished with a toilet set of pure dull gold. Daisy took the brush with delight and smoothed her hair, whereupon Gatsby sat down and shaded his eyes and began to laugh.”

2. **Non-Literary Text:** Luxury Watch Advertisement



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