

VALENTINES HISTORY

Expository Writing

- **Expository** = to explain or describe something.
- Need a strong topic sentence or thesis.
- Use transition words between sentences & paragraphs: *next, because, then, first, however, for example, after, besides, begin, since, although, finally...*

Directions: Read the following history of Valentine's Day and complete the essays.

Valentine's Day is named after Valentinus, a local religious leader in ancient Rome (c. 200's). The actual person is unknown, but legend says he was best known for friendship and honoring marriage. Later, a special religious feast day was created to honor Saint Valentine called Valentine's Day.

One aspect of Valentine's Day is the giving of cards. But how did this tradition start? Like many holiday customs, it probably started small, became popular, and then remembered each year. Perhaps romantic valentines can be traced to Geoffrey Chaucer's 1382 springtime poem honoring the King of England and his wife. His popular poem was written around Saint Valentine's feast day, leading others to also write love letters. The idea of writing something special to a friend or family member on this day continued with one of the world's most famous poems written in 1784: *The rose is red, the violet's blue; the honey's sweet, and so are you.*



In the mid-1800's with the help of printing presses, valentine messages could now be purchased. Valentines cards became very popular as new, creative designs were introduced, and with declining postal rates, they could be mailed inexpensively. Card popularity has increased ever since, with now over 190 million cards given each year in the United States alone.

Businesses are quick to realize a good sales opportunity, and with smart advertising they can persuade people to spend more money. Today, Valentine's Day spending has expanded from cards to include candy, flowers, restaurants, and occasionally jewelry. In 2013 the average spent on U.S. Valentine's Day was over \$130 per person!

Source: Wikipedia.org

Essay #1: Explain how Valentine's Day has transformed over time. Use three examples to support your topic sentence. (12-16 sentences)

Essay #2: What's next in persuading people to spend money for Valentine's Day? What will you convince people they need to buy from your grocery store for Valentine's Day? Discuss your plan. (14-18 sentences)

Essay #3: There are many candy makers competing for customers during Valentine's Day. How do you make your chocolate candy different so that it stands out and attracts buyers? Remember, it also has to compete with other makers' prices. (14-18 sentences)