



**International Center
for Leadership
in Education**



Gold Seal Lesson:

Copernicus Education Gateway

Author(s): Elizabeth Pierce			Lesson Title: Greek Mythology-A product made for a god!			
Grade Span			ICLE Application Model			
K-4	5-8 X	9-12	A	B	C	D X

Instructional Focus:

Reading Students read a variety of grade level materials, applying strategies appropriate to various situations

Writing Students write for a variety of purposes and audiences with sophistication and complexity appropriate to the grade level

Speaking Students speak for a variety of purposes and audiences with sophistication and complexity appropriate to the grade level

Performance Task

The student researches advertising and how advertisers sell their products using different techniques such as bandwagoning, subliminal messages, celebrity endorsements, etc. The student cuts out five advertisements of products from magazines, newspapers, etc. that illustrate different advertising techniques used by marketers. The students adheres the five products to paper and labels which advertising techniques the endorser used. The student uses a marketing technique to create and advertise for a product that a god, goddess or mythological creature from Greek mythology might use if that person or creature existed today (for example, a shampoo that can even tame Medusa's "wild" hair, or "Thunderbolt" – a power, energy drink that Zeus might drink). The student may use any media form to advertise his or her product and will present his/her advertisement and product to the class. The use of technology is encouraged.

ICLE Essential Skills

Identify, collect and/or select pertinent information while reading.

5

Prepare and deliver individual speeches by gathering information, rehearsing, making eye contact, speaking loudly enough, delivering information in a well-organized fashion, and appealing to the needs of the target audience.

10

Present information in well-organized fashion that will be clear to the target audience.

11

Discriminate important ideas from unimportant ideas while reading.

15

Understand and produce a variety of informative formats such as business letters, memos, reports, news articles, brochures, proposals and critiques.

22

Understand and use graphs, charts, and visuals to enhance informational writing and oral presentations.

29

Make informed judgments about the content, organization, and delivery of spoken communication.

32

Use a variety of media to gather information and to transmit information to specific audiences.

43

Apply personal or objective criteria for evaluating informational, persuasive and literary materials.

53

Understand and use graphics such as graphs, charts, visual aids, white space, bold print, headers and other graphics to enhance meaning.

56

Scoring Guide:

Score each of the following characteristics on a scale of 4 to 0, where 4 = surpasses expectations; 3 = high quality performance; 2 = satisfactory quality performance; 1 = minimum quality performance; 0 = does not meet expectations.

CHARACTERISTICS

**CRITERIA
SCORE**

- **Researches advertising**

- Makes proper use of technology using at least two internet sites
- Uses other various sources for research

- **Illustrates marketing strategies**

- Labels all examples
- Has five examples
- Follows the conventions of grammar, usage, punctuation and spelling in labeling
- Is neat in appearance
- Understands marketing techniques

- **Creates and advertises Greek product**

- Delivers individual speech by gathering information, rehearsing, making eye contact, speaking loudly enough, delivering information in a well-organized fashion, and appealing to the needs of the target audience
- Product reflects mythological concept and Advertising concept
- Visual enhances oral presentation

- **Technology**

- Makes proper use of technology for computational work

- **Task Management**

- Manages time wisely
- Manages communication with institutions in a timely and courteous fashion
- Cooperates with others as needed

Keywords

English Language Arts	Mathematics	Science
Reading Comprehension Independent Reading Research Technology Integration	Algebra	Earth Science
Writing Compare/Contrast Creative Writing Newspapers Persuasion Integration	Geometry	Life Science
Communications Audience Illustration Multimedia Oral presentation Technology Integration Visuals	Statistics	Chemistry
Literature Character Consumer Literature Fiction Non-fiction Point of View Primary Sources Integration Voice World Literature	Calculus	Physics
Other	Trigonometry	Other
	Other	