

## ***A Living Archives Lesson Plan***

<b>Class</b>	Language Arts	<b>Grade Level</b>	7
<b>Topic</b>	<i>Advertisement – “You’ve Come A Long Way Lady”</i>	<b>Required Time</b>	Two 45 minute lessons
<b>Materials</b>	Access to <i>A Living Archives</i> website; overhead of 1990’s and 2000’s fancy women’s dresses; Sears, JC Penny catalogues; women’s fashion magazines; white bristol board and glue sticks.		
<b>Prerequisite Skills/Knowledge</b>	Ability to navigate <i>A Living Archives</i> website.		
<b>Learning Outcomes</b>	<p>7.1.3. Follow instructions and respond to questions and directions</p> <p>7.7.2. Recognize that print and media are constructed for particular readers and purpose; begin to identify the textual elements used by authors</p> <p>7.9.1. Produce a range of writing forms, for example stories, cartoons, journals, business and personal letters, speeches, reports, interviews, messages, poems and advertisements</p>		
<b>Learning Activities</b>	<ol style="list-style-type: none"> <li>1. On an overhead projector put up a picture of an elegant dress from the early 1900’s and ask the class what they think of the dress. Then put up a picture of an elegant dress from the 2000’s and ask the class what they think of this dress. Ask the students to discuss the changes in women’s styles over the last 100 years.</li> <li>2. Have the students enter <i>A Living Archives</i> website and locate and read the excerpts about Anne Shirley’s fashion concerns from the Etexts. Also have them look at the advertisement pages from the catalogues.</li> <li>3. Have the students look at the advertisement campaigns found in the women’s fashion magazines to find examples to use in their own advertisement campaign.</li> <li>4. Separate the students into groups and inform them that they are going to create posters that advertise dresses from the 1900’s. The catch is that they will have to sell these dresses to girls and women in the 2000’s. Have the students come up with an advertisement campaign that they feel will sell these dresses to today’s market.</li> <li>5. When finished, the students will then “pitch” their advertisement campaigns to the class.</li> </ol>		
<b>Assessment</b>	<ul style="list-style-type: none"> <li>- Create a rubric with the class to assess the criteria that the teacher will use to mark the advertisement campaigns.</li> <li>- Also have the students peer review their classmates’ advertisements.</li> </ul>		