UNIT OF INQUIRY—Grade Four

May 20th - June 21st

How we organize ourselves

It's all the presentation

Lines of Inquiry

1) What is advertising

2) The various techniques used in advertising

3) How advertising affects consumer choices

Transdisciplinary theme

An inquiry into the interconnectedness of human-made systems and communities;the structure and function of organizations; societal decision-making; economic activities and their impact on humankind and the environment.

Attributes

Reflective and Balanced

Approaches to Learning

Thinking, Self-management, Social and Communication

Central idea

Advertising uses a variety of techniques to inform, persuade and/ or entertain

Key concepts

Form, Function and Reflection

Summative Assessment

Students will be creating an advertisement using a specific student-chosen technique, in a variety of formats.

We are always looking for guest speakers who can enrich our units. If you have expertise in the area of advertising or know someone who would be willing to come and talk to the class, please let us know.