

# UNIT OF INQUIRY—Grade Four

November 29<sup>th</sup> - January 21<sup>st</sup> 2022

How we Organize Ourselves

## It's All in the Presentation

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# PUBLICITY



### Attributes

*Balanced and reflection*

### Approaches to Learning

*Communication*

### 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.

### Central idea

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

### Lines of Inquiry

- 1) What is advertising
- 2) The various techniques used in advertising
- 3) How advertising affects consumer choices

### Key concepts

- *Form*
- *Function*
- *Reflection*

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