

Unit 7 Activity Project Fifties Society & Pop Culture



Activity Objectives

1. Demonstrate an understanding of the effects of television on consumerism, social roles, pop culture, and other aspects of America during the 1950s.
2. Apply principles of fifties television to video and create an attractive and informative product that demonstrates your comprehension of the unit material.

Scenario

World War II is over, and the United States is enjoying a decade of vast wealth, innovation, and prosperity! The business sector is changing, providing high-paying white collar jobs to American men, and the quality of life per American family is improving with it. The “American Dream” is becoming a reality for millions of American families in the suburbs with homes, cars, and televisions. These magical boxes allow American families to look into a world where products improve their lives, and the landscape of the family dynamic and America itself is changing!

Your task is to create a TV commercial for the average fifties American family. Your commercial should advertise a widely consumed product using the imagery and perspective of 1950s ideals. Examples will be provided on the class website as well as throughout the unit.

Resources

- Video Camera/Recording Device
- Smart Phone App (iMovie, Cameo, etc.) w/ Video-Editing software

Video Criteria

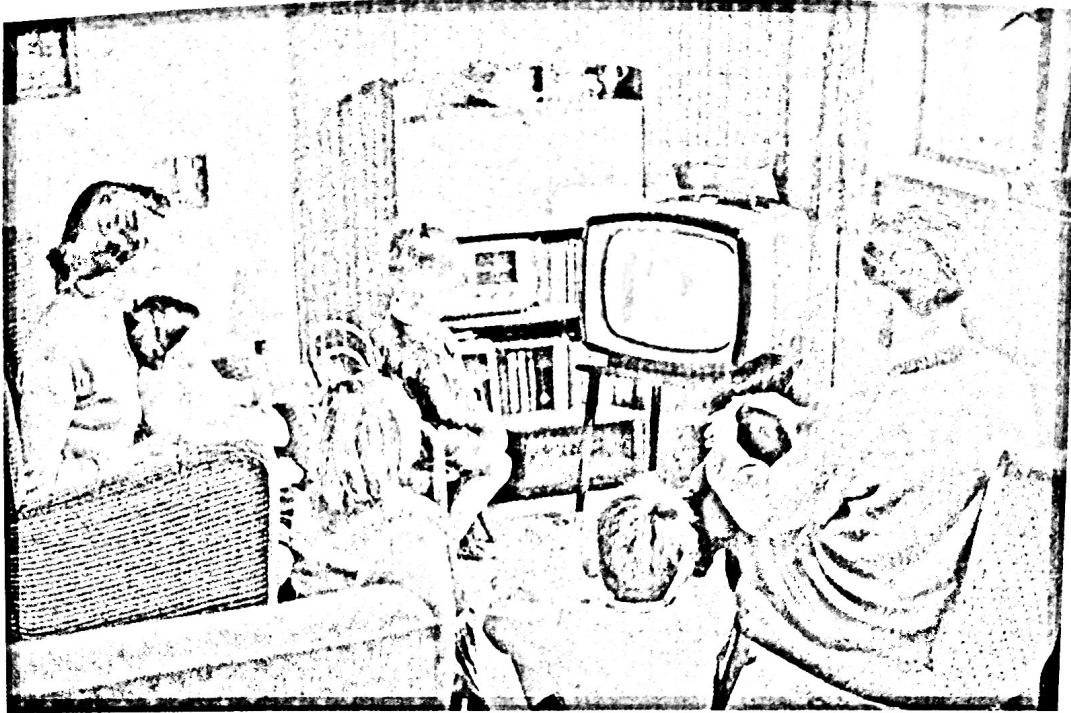
You will form groups of 4 students. Each group must create a television advertisement that attempts to convince the American consumer to purchase a good that was popular during the 1950s. Suggestions include:

- Automobiles
- Electric Home Appliances
- Washer & Dryer Sets
- Food Products
- Detergents and other Cleaning Products
- **NO CIGARETTE or LIQUOR Advertisements**



Your advertisement should display at least ideal of the 1950s American society, including:

- Women’s Role in the Home
- Men as the Bread Winner
- The Perfect Suburban Family
- Mass Consumerism
- Auto Mania
- Teenage Culture and Lifestyle
- Rock’N Roll and/or the Beat Movement



Activity Requirements

- Your advertisement needs to be submitted onto YouTube. Then submitted onto the classroom message board before the deadline _____.
- All advertisements must be **INBETWEEN** 1-2 minutes in length.
- Your advertisement needs to be **narrated with a voice over** and highlight the product being sold at the conclusion of the advertisement.
- There needs to be at least one visual for the product being sold as well as an appropriate slogan used at the conclusion of the ad.
- Advertisements could use background music and could be in black and white, though it is not mandatory. What is mandatory, is being able to HEAR what is being said.
- These commercials need to display at least one ideal of the 1950s society accurately. Your commercial needs to be from the perspective that it will appear on TV sets in family homes in the 50s.
- Your advertisement should **NOT** just repeat an example advertisement either used in class or any other advertisement actually used during the 1950s.
- Your advertisement must be clean and attractive in appearance, and again, we **MUST** be able to **HEAR** what you are saying.

Brainstorming – Contact Information – Group Advertisement Project Notes

Category	25 (Exceeds Standards)	20 (Meets Standards)	15 (Partially Meets)	10 (Does Not Meet)	Score
Period Appropriate	<ul style="list-style-type: none"> clearly and accurately displays at least one aspect of American Society in the 50s makes efficient use of props, clothes, terminology, and imagery from the time <input type="checkbox"/>	<ul style="list-style-type: none"> sufficiently displays only one aspect of American Society in the 50s makes some use of props, clothes, terminology, and imagery from the time <input type="checkbox"/>	<ul style="list-style-type: none"> displays only one aspect of American Society in the 50s in an inaccurate manner makes some use of props, clothes, terminology, and imagery from the time <input type="checkbox"/>	<ul style="list-style-type: none"> doesn't display an aspect of American Society in the 50s in properly makes no use of props, clothes, terminology, and imagery from the time <input type="checkbox"/>	
Organization	<ul style="list-style-type: none"> flows smoothly and logically, enhancing content engages audience from the outset delivers a clear and compelling message <input type="checkbox"/>	<ul style="list-style-type: none"> is effective at delivering content logically enables audience to understand content contains a clear message <input type="checkbox"/>	<ul style="list-style-type: none"> may begin or end with an announcement fails to engage audience contains a weak message that is hard to understand <input type="checkbox"/>	<ul style="list-style-type: none"> lacks organization, transitions, or content lacks logically flow, confuses audience contains no message or argument <input type="checkbox"/>	
Category	20 (Exceeds Standards)	15 (Meets Standards)	10 (Partially Meets)	5 (Does Not Meet)	Score
Preparation	<ul style="list-style-type: none"> demonstrates thorough research and content knowledge demonstrates careful consideration of audience and purpose <input type="checkbox"/>	<ul style="list-style-type: none"> demonstrates sufficient research and content knowledge demonstrates some consideration of audience and purpose <input type="checkbox"/>	<ul style="list-style-type: none"> demonstrates only some research and content knowledge reflects lack of purpose and/or consideration of audience <input type="checkbox"/>	<ul style="list-style-type: none"> indicates limited or no research and/or content knowledge reflects little or no consideration for purpose and/or audience <input type="checkbox"/>	
Category	15 (Exceeds Standards)	10 (Meets Standards)	5 (Partially Meets)	0 (Does Not Meet)	Score
Audio/Video Quality	<ul style="list-style-type: none"> use of audio/visual material greatly enhances presentation audio/video is incorporated smoothly and is great quality audio/video greatly augments presentation <input type="checkbox"/>	<ul style="list-style-type: none"> use of audio/visual material improves overall presentation audio/video is incorporated effectively and is good quality audio/video greatly augments presentation <input type="checkbox"/>	<ul style="list-style-type: none"> use of audio/visual material detracts from presentation audio/video is not incorporated effectively and is poor quality <input type="checkbox"/>	<ul style="list-style-type: none"> use of audio/visual material greatly detracts from presentation audio/video confuses the audience, is poor quality <input type="checkbox"/>	
Length/Time	<ul style="list-style-type: none"> is completed within the assigned time is developed and delivered with clear understanding of time limit <input type="checkbox"/>	<ul style="list-style-type: none"> is slightly over or under assigned time reflects some consideration given to assigned time limit <input type="checkbox"/>	<ul style="list-style-type: none"> does not meet or exceeds time expectation otherwise adequately cover presentation requirements <input type="checkbox"/>	<ul style="list-style-type: none"> is significantly too long or too short reflects little to no consideration given to assigned time limit <input type="checkbox"/>	

TOTAL SCORE 100