

Archives on the Arctic: Connecting to Global Issues with Primary Sources

Lesson Plan: ADVERTISING THE ARCTIC

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Description:

Students will be introduced to the “concept of Arctic” and a larger unit of study on the circumpolar north by analyzing advertisements that incorporate the Arctic within their visual/textual promotion.

Grade Level(s):

Grade 10

Subject(s):

Global Studies

Duration:

20 minutes at the beginning of a unit on the Arctic.

Goal:

The primary goal is to recognize powerful symbols and images associated with the Arctic while examining advertisements that also utilize the Arctic itself as a strong image and symbol.

Objectives:

Students will:

- Brainstorm words associated with the Arctic.
- Examine advertisements using the Arctic .
- Identify symbols and images associated with the Arctic.
- Determine if the Arctic is a powerful and effective tool for advertising.

Background Information:

This lesson is to be used as an introduction to the region known as the Arctic.

Primary Source Documents/Resources:

PowerPoint presentation with images used from the internet and Library of Congress prints and photographs collection at:

- <http://www.loc.gov/pictures/item/2004665788>
- <http://www.loc.gov/pictures/resource/cph.3g04440>
- <http://www.loc.gov/pictures/resource/cph.3g04164>
- <http://www.flickr.com/photos/tobanblack/3775651235>
- <http://www.behance.net/gallery/Arctic-Cat-Print/5326623>
- <http://www.ibelieveinadv.com/2012/03/atma-air-conditioners-arctic-fox-harp-seal-polar-bear>
- <http://adbuzzer.wordpress.com/2009/02/22/international-celebrities-in-polish-advertising-part-1>
- <http://www.blumarchive.com/2012/02/09/arctic-lungs-satire>

- <http://www.coloribus.com/adsarchive/prints/greenpeace-arctic-fox-14686605>
- <http://nunawhaa.wordpress.com/category/advertising-2/page/2>
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Materials:

- PowerPoint presentation “Advertising the Arctic”.
- Advertising the Arctic Student Handout (see Page 3).
- Internet if an extension activity is opted for.

Procedures:

1. Distribute the student handout “Advertising the Arctic”
2. Students brainstorm images and words that come to mind when they hear the word, “Arctic”
3. As students view the “Advertising the Arctic” PowerPoint, they identify Arctic symbols and images used in the advertisements viewed
4. After the presentation, students discuss the questions as a class. What are the effective images and symbols of the Arctic used in the advertisements? Do the students feel the Arctic is an effective advertising tool? Why or why not? What are the strong images they have in their mind that they won’t likely forget?

Evaluation/Assessment:

The handout on Page 3 will be evaluated by the teacher.

Possible Extension:

1. Identify strong images and pictures from the Arctic region and create your own advertisement. The advertisement must focus on an issue or topic pertaining to the Arctic.
2. With a partner, research additional examples on the internet where a geographic region is used to sell an item.

Advertising and the Arctic - Student Handout

1. Write down at least five words or phrases that come to mind when you hear the words, "the Arctic".
2. Brainstorm a minimum of three ideas as to why companies might choose to use the Arctic in their advertisements.
3. As you examine the advertisements in the power point, "Advertising and the Arctic", identify symbols and pictures associated with the Arctic.
4. Of the above pictures and symbols, what do you feel is the most effective, or memorable? Why?
5. Do you think using the Arctic in advertising is effective? Why or why not?