

WESTWARD EXPANSION BROCHURE

Learning Objectives: SWBAT--

- Locate and describe multiple physical and human features of the regions in the United States influenced by expansion
- Analyze the various reasons why human populations chose to migrate (natural resources, farmland, employment, etc.)
- Describe ways geographic features and conditions influenced historical events
- Correctly use different persuasion techniques (Level 4)

Task: Using “Pages”, create a brochure convincing easterners to move out west. Brochure must include:

- At least 3 reasons to move out west (geography-related)
- (Level 4) At least 3 different persuasion techniques (see back of this sheet)
- An attachment identifying the 3 reasons to move and, (for the level 4) the 3 different persuasion techniques used, explaining how the text in the brochure illustrates the technique [See teacher for attachment form]

	4	3	2	1
Reciprocal Impact of Geography on People and Events (MT 3)	Selection of reasons to move west show insight and interrelationships; hardships addressed; images themselves are a compelling part of the brochure.	At least 3 different geography-related reasons to move west were presented; images were appropriate to message	Less than 3 different geography-related reasons to move west were presented; images were not consistently appropriate to message	Reasons to move west were missing or not geography-related; images were missing or not appropriate to message
Critical and Creative Thinking – Constructing Support (MT11)	Persuasion techniques are all different, especially sophisticated, or used in a particularly comprehensive manner.	With no major errors, persuasively presents support for the claims made in the advertisement.	Limited use of persuasion. Claims made in the advertisement lack support.	No use of persuasion techniques, or persuasion techniques were not corrected identified or justified.
Literacy standard: Text types and purposes	In-depth application of the principles of selection and organization that go beyond what was explicitly taught or demonstrated.	Texts conveyed information clearly and accurately through effective selection and organization	Texts were only partially clear and well-selected/organized	Texts do not appear to be selected for clearness, or organization
Educational Technology (one or more of ET7.1.7, 7.3.3, 7.3.7, 7.4.1, 7.6.7)	Advanced techniques were incorporated into brochure	Brochure was completed successfully using Pages	Brochure was partially completed using Pages	Brochure was not completed using Pages
PSR: Self-Direction	N/A	Task was completed according to directions.	Task was partially completed according to directions.	Directions and details were largely ignored.
PSR: Work completion/effort	N/A	Brochure was turned in on time.	N/A	Brochure was turned after due date.