

USING CHILDREN'S LITERATURE AS A SPRINGBOARD TO CREATING INVENTIONS

What will we do?

Create an invention out of recyclable household items using various children's tradebooks as inspiration. Each group will design an advertisement using persuasive devices used in propaganda to promote the invention. Handouts outline text sets for inventions as well as suggestions for implementing such activities with students.

Types of propaganda:

1. **Bandwagon** - Tries to persuade everyone to join and do the same thing.
2. **Loaded Words** - Using words with strong emotional associations.
3. **Plain Folks** - Suggesting something is practical and a good value for ordinary people.
4. **Glittering Generality** - Using words so strongly positive in emotional content that just hearing them makes you feel good. The words express a positive meaning without actually giving a guarantee.
5. **Transfer** - Transferring good looks, feelings, or ideas to the person who the propaganda is meant to influence. Suggests the positive qualities to be associated with the product and the user.
6. **Testimonial** - Using a famous person to endorse the product.
7. **Repetition** - Using the product name or a keyword or phrase over and over.
8. **Name Calling**- Using harsh/kind words to make a point effective

http://wiki.answers.com/Q/What_are_the_five_types_of_propaganda

Children's Tradebooks

So You Want to Be an Inventor by Judith St. George (Author), David Small (Illustrator) 2002

The Lorax by Dr. Seuss 1961

The Sneetches and Other Stories by Dr. Seuss 1971

Imaginative Inventions: The Who, What, Where, When, and Why of Roller Skates, Potato Chips, Marbles, and Pie (and More!) by Charise Mericle Harper 2001

What A Great Idea! Inventions That Changed The World by Stephen M. Tomecek and Dan Stuckenschneider 2003

Invention (DK Eyewitness Books) by Lionel Bender 2005

1,000 Inventions & Discoveries by Roger Bridgman 2006

Mistakes that Worked by Charlotte Jones and John Obrien 1994

The Kids' Invention Book (Kids' Ventures) by Arlene Erlbach 1999

Kids Inventing! A Handbook for Young Inventors by Susan Casey 2005

Incredible Inventions by Lee Bennett Hopkins and Julia Sarcone-Roach 2009

The Kid Who Invented the Popsicle: And Other Surprising Stories about Inventions by Don L. Wulffson 1999

Girls Think of Everything: Stories of Ingenious Inventions by Women by Catherine Thimmesch and Melissa Sweet 2002

Rules for Inventing

Your group will create an invention focusing on one of the scenarios provided.

1. Everyone must create an invention using the items in the packet, in 40 minutes.
2. You will have 10 items to work with; at least eight of these must be used in the inventions and they must all be connected to each other in some way.
3. After working for fifteen minutes with the ten items, three items may be exchanged from materials in a miscellaneous bin held by the instructor or with other groups.
4. Each group can obtain from the instructor up to 36" of masking tape or string or any 36" combination of the two.
5. The total cost of the items used in your invention can be no more than \$100. Use the attached price list of potential items.
6. Your invention must weigh at least 10 ounces.
7. All inventions must be given a name that describes what the invention does.
8. Write a brief introduction and illustrate an advertisement for your invention. Refer to the "Types of Propaganda" on page 1 for inspiration.
9. At the end of 40 minutes all inventions must be completed and each group will describe and demonstrate their invention.



Student Directions:

Based on the book, *The Lorax*, create a "Thneed". Your "Thneed" is a product that you think everyone needs.

In addition to your invention create an introduction and advertisement using a specific type of propaganda. Be sure to include at minimum:

- Descriptive name of your "Thneed"
- What need(s) can be addressed by your "Thneed"
- How much your "Thneed" will cost to create
- What are the ingredients needed to create a "Thneed"
- How much it will cost for customers to buy
- Where it can be purchased
- A snappy slogan
- What potential problems could be caused by creating the "Thneed"? (i.e., problems to environment)
- In your role, as the creator and manufacturer, how can you suggest the use of the "Thneed" outweighs the costs of production?

Science & Social Studies connections

1. Economic concepts and terminology
2. Rights associated with making money in a capitalist society versus the environmental impact of manufacturing products
3. Cause and effect. What happened when the Once-ler chopped down the first Truffala Tree? Make a cause and effect chain. Make connections to students' lives by investigating the environment in their own neighborhood or state. Choose a topic to learn more about.

Invention Price List

Plastic

Plastic jugs (milk cartons, etc)	15.00 each
Plastic straws and string	5.00 bundle
Plastic plates & cups	3.00 each
Plastic utensils	1.00 each
Plastic holders (from juice containers)	2.00 each
Plastic packing material and shelf liner	5.00 each

Paper

Paper towels and toilet rolls	5.00 bundle
Paper plates	1.00 each
Newspaper	4.00 bundle
Cardboard boxes	4.00 bundle

Steel cans 10.00 each

Aluminum pie pans and soda cans 2.00 each

Q-tips and cotton balls 5.00 bundle

Pony Beads 2.00 bundle

Feathers 5.00 bundle

Pipe cleaners 5.00 bundle

Yarn/ribbon stuff 1.00 bundle

CD's 3.00 each