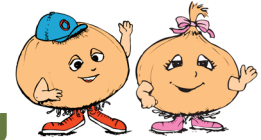


Lesson 6: Onions, Ogres and Marketing



Lesson Highlights

Objective

Student will:

- Play an on-line game to become alert to components of advertisements.
- Use a Venn Diagram to compare and contrast.
- Critically read and discuss a current newspaper article.

Curriculum Connections:

- Technology
- Science
- Language Arts

Student Skills Developed:

- Science Skills - thinking about onion characteristics
- Language Arts - critical thinking and reading informational text

Materials Needed:

- Individual student access to internet
- Venn Diagram Worksheet for each student
- Article "The Onion's Best Friend is an Ogre" for each student

Getting Started:

Have students play Admongo Game. To educate children in grades four through six in the parlance of marketing – about how advertising works so they can make better, more informed choices when they shop or when they ask parents to shop on their behalf.

<http://www.admongo.gov/>

Activity:

Have students complete the Compare/ Contrast Venn Diagram for Shrek and Onions. www.eduplace.com/graphicorganizer/pdf/venn.pdf

Have students read and discuss "The Onion's Best Friend is an Ogre." <http://online.wsj.com/article/SB10001424052748704123604575323433042544568.html> Focus the discussion on how Shrek has helped onion sales increase.

Extension:

Have students rewrite a famous fairy or folktale into an Onion Tale. For example: "Goldilocks and the 3 Onions."

