

“Chilling out” – Lesson Plan 1

Title: Canada + Home Refrigeration

Recommended Time Requirement: 4 class periods

- 50 minutes to explore the features and technology of the refrigerator using the “Chilling Out” virtual exhibit and other resources
- 50 minutes to examine Canadian society of the 1930s and determine who (and who were not) the ‘target markets’ were for the refrigerator
- 50 minutes to design and create an advertisement highlighting the benefits of the refrigerator for 1930’s society
- 50 minutes to create display and present to classmates

Task / Student Scenario

You will be creating an advertisement designed to sell refrigerators to Canadians in 1934 to illustrate the impact of refrigeration technology on Canadian society.

Intended Grade Level / Subject Matter Areas:

History Grade 8 – Canada: A Changing Society; Language Grade 8 – Oral and Visual Communication; The Arts Grade 8 – Visual Arts; Science – Grade 8 Structures and Mechanisms – Mechanical Efficiency; History Grade 12 – Canada: History, Identity and Culture

Concepts

Impact of technology on Canadian society

Instructional Outcomes

Students will:

- demonstrate an understanding of factors contributing to change in society
- use appropriate vocabulary to describe their inquiries and observations
- formulate questions to facilitate research
- locate relevant information using a variety of sources
- analyze, synthesize, and evaluate historical information
- analyze and describe conflicting points of view about an historical issue
- produce a two-dimensional work of art that communicates an idea for a specific purpose and to specific audiences, using a commercial art form
- communicate the results of the inquiry for a specific purpose and audience, using media works, oral presentations, written notes and reports, and/or drawings

TEACHER INSTRUCTIONS

Prior knowledge and skills required

To complete this task, students should have some knowledge or skills related to the following:

- an introduction to Canada in the 1930s
- the following terms: *marketing, advertisement, target market, refrigerator*
- developing an advertisement
- working with primary and secondary sources

Materials and resources required

- copy of the Student Worksheet

- drawing tools

Task instructions

Introductory activities:

Pre-task 1: The First Practical Refrigerators (50 minutes)

1. Link to the HVACR Heritage Centre of Canada “Chilling Out” exhibit at <http://pilot.hhc-canada.net/>. With the class, read the section on Changing Society and clarify language or concepts through discussion.
2. Refer students to Canada Science and Technology Museum’s background article on Domestic Technology for another view http://www.sciencetech.technomuses.ca/english/schoolzone/Domestic_Technology2.cfm#fridge. Have students work in pairs, reading the article and taking point-form notes of key questions and ideas. Explain the students will use these notes in a class discussion of the issues.
3. Discuss the issues surrounding the introduction of the refrigerator. You might like to use the following questions to get started:
 - What were the major issues surrounding the new technology of the refrigerator?
 - What is interesting about this?
 - What is important about this topic?
 - What ideas caught your attention?
 - Why does this matter to us today?

Pre-task 2: Marketing the new technology

1. You may need to introduce or review the concept of marketing. The United States Small Business Association provides a useful one page summary of marketing at their Website <http://www.business.gov/startup/template.cfm?catid=45123>
2. Divide students into small groups.
3. Ask student groups to list possible “target markets” for early refrigerator sales. Who might want or need a home refrigerator? Why? What features of the refrigerator would most appeal to this target group? What difference might a refrigerator make in their lives?
4. Have student groups choose one “target market” per group e.g. urban women who need more time to do other things OR men who want their wives to be better hostesses OR older people who want fresh fruit or vegetables.
5. Have the groups report to the class.

Task: Designing and presenting an advertisement (two sessions of 50 minutes each)

1. Each person in the group should design an advertisement to sell refrigerators to members of their target group. You might suggest they review online examples of Depression Era advertisements for inspiration (listed under Resources below)
2. Have each student group create a display of their advertisements.
3. Ask class members to visit one another’s displays. A spokesperson for each group describes the target market. Class assumes role of target market, e.g. middle class urban women, and answers questions: “Would this ad encourage you to buy a refrigerator? Why or why not? What changes might this make in your style of life?”

RESOURCES

- Canadian history text books
- Links

“Changing Society” section of “Chilling Out: Origins of Home Refrigeration”

<http://pilot.hhc-canada.net/>

“Great Depression in Canada”

The individual projects on this Website were developed by a grade 11 Social Studies class at Porter Creek Secondary School in Whitehorse, Yukon, Canada

<http://www.yesnet.yk.ca/schools/projects/canadianhistory/depression/depression.htm>

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The Last Best West: Advertising for Immigrants to Western Canada, 1870-1930

<http://www.civilization.ca/hist/advertis/adindexe.html>

Ad Access*Hartman Center for Sales, Advertising and Marketing History, Duke University, US <http://scriptorium.lib.duke.edu/adaccess/>