

Sing It To Me

Grade Range: 5-8, 9-12

Lesson Objectives

A lesson about raising public awareness of an organization by creating and incorporating accurate information into a jingle, slogan or saying.

State Standards

English Language Arts, The Arts/Visual Arts. Career Development and Occupational Development.

Technology and Materials Needed

- School to Career - Inside View: Riverhead Foundation Web site listed in related links below.
- Listing or recordings of popular slogans, jingles and sayings.
- Recording machine.
- Instruments if needed.

As an introduction, the teacher will engage students in a whole class discussion of favorite jingles, slogans, etc. that they associate with a product or company.

The class will be divided into small groups to review the Riverhead Foundation site and brainstorm ideas to promote the Riverhead Foundation. Each group will create and perform their promotional advertisements for the whole class.

Assessment Criteria

Kathy Schrock's assessemtns guide:

<http://school.discovery.com/schrockguide/assess.html>

Group oral presentation, recorded, if possible. Whole class survey to evaluate presentation criteria - clear representation of the foundation - positive association with the foundation - was the jingle, etc. memorable

Related Links

School to Career: Riverhead Foundation

[School to Career: Riverhead Foundation](#)

A look at several careers at the Riverhead Foundation, a non-profit organization devoted to the rescue and rehabilitation of marine mammals.