

## Unit 7 Activity Project Fifties Society & Pop Culture



### Activity Objectives

1. Demonstrate an understanding of the effects of television on consumerism, social roles, pop culture, and other aspects of America during the 1950s.
2. Apply principles of fifties television to video and create an attractive and informative product that demonstrates your comprehension of the unit material.

### Scenario

World War II is over, and the United States is enjoying a decade of vast wealth, innovation, and prosperity! The business sector is changing, providing high-paying white collar jobs to American men, and the quality of life per American family is improving with it. The “American Dream” is becoming a reality for millions of American families in the suburbs with homes, cars, and televisions. These magical boxes allow American families to look into a world where products improve their lives, and the landscape of the family dynamic and America itself is changing!

Your task is to create a TV commercial for the average fifties American family. Your commercial should advertise a widely consumed product using the imagery and perspective of 1950s ideals. Examples will be provided on the class website as well as throughout the unit.

### Resources

- Video Camera/Recording Device
- Smart Phone App (iMovie, Cameo, etc.) w/ Video-Editing software



### Video Criteria

You will form groups of 4 students. Each group must create a television advertisement that attempts to convince the American consumer to purchase a good that was popular during the 1950s. Suggestions include:

- Automobiles
- Electric Home Appliances
- Washer & Dryer Sets
- Food Products
- Detergents and other Cleaning Products
- **NO CIGARETTE or LIQUOR**

#### **Advertisements**

Your advertisement should display at least ideal of the 1950s American society, including:

- Women’s Role in the Home
- Men as the Bread Winner
- The Perfect Suburban Family
- Mass Consumerism
- Auto Mania
- Teenage Culture and Lifestyle
- Rock’N Roll and/or the Beat Movement



**Activity Requirements**

- Your advertisement needs to be submitted onto YouTube. Then submitted onto the classroom message board before the deadline \_\_\_\_\_.
- All advertisements must be **INBETWEEN** 1-2 minutes in length.
- Your advertisement needs to be **narrated with a voice over** and highlight the product being sold at the conclusion of the advertisement.
- There needs to be at least one visual for the product being sold as well as an appropriate slogan used at the conclusion of the ad.
- Advertisements could use background music and could be in black and white, though it is not mandatory. **What is mandatory, is being able to HEAR what is being said.**
- These commercials need to display at least one ideal of the 1950s society accurately. Your commercial needs to be from the perspective that it will appear on TV sets in family homes in the 50s.
- Your advertisement should **NOT** just repeat an example advertisement either used in class or any other advertisement actually used during the 1950s.
- Your advertisement must be clean and attractive in appearance, and again, we **MUST** be able to **HEAR** what you are saying.
- Every group member needs to be present in the video, or needs to be heard in order receive full points.

**Brainstorming – Contact Information – Group Advertisement Project Notes**

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