

## Westward Expansion Project

### Commercial

#### Geography 3.3.1 & 3.2.3

**Overview:** You will choose a location in the West that people moved to and research the push/pull factors that drew them to that region. You will write a script and shoot a 2-3 minutes commercial “selling” your region to the people in the east wanting to move west. This will need to be on a thumb drive and accessible to the teacher for scoring/previewing.

#### Requirements:

- A region in the west where people moved to/settled
- Research and take notes on historical facts supporting what that region had to offer and why people chose to move there.
- Commercial must contain: A catchy slogan including the name of the region, use of persuasive advertising techniques (Springboard reader can help with this), at least 3 specific reasons people should move to your region, a Rogerian argument to show the other regions are not an option, and a call to action.
- Script: with the commercial, you must submit a written script containing everything that is said and the script should be written in the first person, present-tense.
- Commercial must be turned in on a DVD for teacher viewing/scoring.
- Commercial should be filmed using era appropriate costumes and props.

#### Possible Regions Include:

- Salt Lake City Utah
- California Territory
- Oregon Territory/country
- Texas

#### Grading:

- The total possible 100 points

DUE DATE: \_\_\_\_\_

REGION IN THE WEST I AM CHOOSING: \_\_\_\_\_