

Social Studies, Grade 2

Unit III: Lesson A1

Advertisement: **Seasonal Merchandise**



Look at pictures of what people and families do during the different seasons of the year. Notice the different things they buy and use in each of those seasons. Select one season of the year. Make a list of 10 different items that a family uses during that one season of the year and does not use much the rest of the year.

Think of ways the people in stores make you want to buy the things they sell. Create ideas that would help you sell the items on your list both during the regular season and the off season. For example, if you selected summer items for your list, you may need to create ideas to help you sell a back yard wading pool both during the summer and during the winter.

Design two advertisements to sell the same items. One advertisement will try to sell the items in the right season, and one will try to sell the items in the off season. Your advertisements should include drawings of the items, prices, and any other illustrations that will help you sell the items.