

EDUCATION

Lesson Plan: Advertisements

Objective: Students will be able to describe the educational offerings for people with disabilities in the early years.

Materials: Sample advertisements
Advertisement Planning Page Worksheet
Website pages



Vocabulary:

calisthenics	idiot	self supporting
dormitories	institution	vocational instruction
feeble-minded	intellectual disabilities	
hearing impairments	neurological	

New York State Learning Standards:

SS Standard 1: History of the United States and New York
ELA Standard 1: Language for Information and Understanding
ELA Standard 3: Language for Critical Analysis and Evaluation
ELA Standard 4: Language for Social Interaction

Procedure:

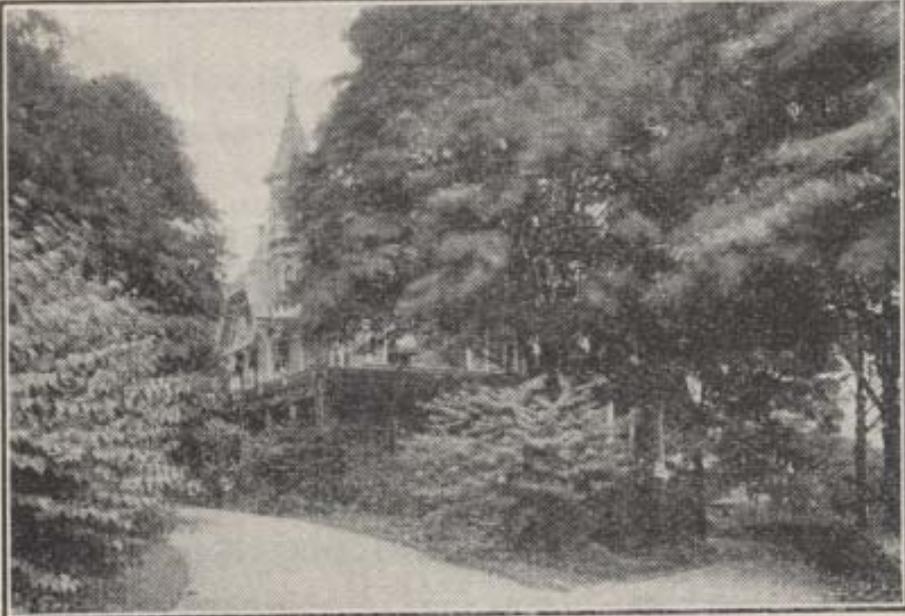
1. The teacher should view the Education section of the Society wing of the website for background information. *Note: the names of the schools are historically correct and the use of words like idiot, feeble-minded, etc., should be discussed with students within that historical perspective.*
2. Selections from the website can be viewed by the students online or copies of those pages can be printed for student use.
3. Discuss the reasons to send people with disabilities to these schools.
4. Examine the kinds of activities that were offered at the schools on the website.
5. Examine the advertisements found on the website.
6. Have students work in pairs to look at the advertisements in detail and to discuss ideas for similar ads that might have been used at that time. Then have each pair create an original advertisement.
7. Have students share their advertisements.
8. Ask students to think about advertisements that might be used in recent times and discuss what would be the same and what would be different.

Closure/Ticket out the door: Suppose you have a family member with a developmental disability, what educational offerings would be important to you?

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Sample Advertisements

— JOAN OF ARC SCHOOL —
Port Chester, in the Town of Rye
For mentally retarded children. From two to twelve years of age. Pedagogics and nursing. Address the Treasurer,
133 Grace Church Street, Port Chester, New York



THE DOOLITTLE SCHOOL
For Children of Retarded Mental Development



Wonderfully successful in enlarging physical and mental powers of defectives. Calisthenics, military drill, sloyd; usual school studies and music, according to capacity. Comfortable home, spacious grounds, ample facilities. For particulars address
Miss Sophia A. Doolittle, 82 Fairview Ave., Binghamton, N. Y.

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Sample Advertisements



The Stewart Home, Farmdale, Ky.

Private School and Home for Feeble-Minded

DR. JOHN P. STEWART, Superintendent

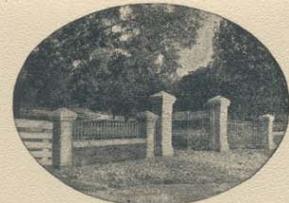


MAIN BUILDING

AS ITS NAME implies, this is distinctively a home training school for the care of children of backward mental development. We take children of any age above five years, and provide mental and physical training under experienced and scientific guidance. Home influences are thrown around each child, and every means is employed to round out their lives in peace and happiness, and develop them to a point where they will be a pleasure both to their parents and themselves. Children of backward mental development cannot secure in ordinary schools the individual training that is necessary for them, especially when in contact with the vigorous minds of fully developed children. Hence, the Home offers you advantages such as can be obtained only at a home specializing in this direction. Our life efforts have been concentrated in this one line of work, and we most earnestly solicit your investigation as to our ability to care properly for children entrusted to us.

Respectfully,

DR. JOHN P. STEWART, Superintendent.



MAIN ENTRANCE



GIRLS' DEPARTMENT

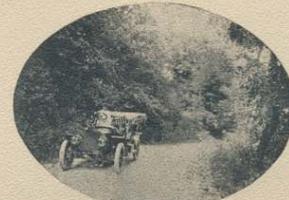
FIVE BUILDINGS
ELECTRIC LIGHTED

COTTAGE SYSTEM
STEAM HEATED

SEND FOR ILLUSTRATED CATALOGUE.



SUNNY SIDE COTTAGE





Name: _____

Advertisements – Planning Page

Your advertising agency has been asked to submit ads for a school for people with disabilities. You and your partner should do your best to secure the contract. First use the planning page provided. Then make a good copy to submit for review. Remember it is the early 1900's.

IDEAS:

Name of school: _____

Who should attend: _____

Advantages:

ADVERTISEMENTS:

Rough Draft