

Lesson B – Learning from Memorials

Subject: Social Studies, US History 1850-Present

Grade Level: Secondary School

Title: Monumental Mass Marketing – Learning from Memorial Markers

Alignments: Pennsylvania Standards Aligned System

- 8.2. Pennsylvania History
- 8.2.U.B. – Historical Documents, Artifacts, and Places (PA)
- 8.2.U.C. – Impact of Continuity and Change on PA History

Big Idea:

- The history of the Commonwealth continues to influence Pennsylvanians today, and has impacted the United States and the rest of the world.

Concepts:

- Textual evidence, material artifacts, the built environment, and historic sites are central to understanding the history of Pennsylvania.
- Long-term continuities and discontinuities in the structures of Pennsylvania society provide vital contributions to contemporary issues. Belief systems and religion, commerce and industry, innovations, settlement patterns, social organizations, transportation and trade, and equality are examples of continuity and change.

Competencies:

- Analyze a primary source for accuracy and bias and connect it to a time and place in Pennsylvania.

- Apply the theme of continuity and change in Pennsylvania history and relate the benefits and drawbacks of your example.

Vocabulary:

- Artifact – an object produced or shaped by human craft
- Historic site – a place with cultural heritage value
- Continuity – the continuation of a cycle over time
- Innovation – a new method, idea, or device

Objective:

- Students will recognize popular motifs and symbols, identify continuity and change, evaluate historic documents and places, and analyze artifacts.

Essential Question:

- How does continuity and change within Pennsylvania history influence your community today?

Duration: 2 hours

Materials: Monumental Mass Marketing website, Worksheet B

Suggested Instructional Procedure:

- Begin by showing students an image of a Vermont Marble Company memorial. Ask students to describe the appearance of the memorial (such as its shape, size, symbols, or inscriptions) and what they think could be learned about an individual person from the appearance of their memorial.
- Instruct students to read the “Visual Glossary” and “Branch Offices” sections of the “Monumental Mass Marketing” website. Take students to a nearby cemetery and have them complete Worksheet B.

- Conclude with a discussion about the students' impression of the cemetery. Ask them to share the expectations they had before the activity and if those expectations matched their experience at the site.

Formative Assessment: Worksheet B

Related Materials & Resources: "Monumental Mass Marketing" website