

SCHOOLS PROGRAM

GERMAN HERITAGE &
IDENTITY



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Dear Teacher(s):

The K-W Oktoberfest Schools Committee is proud to present the “**K-W Oktoberfest Schools Program: German Heritage and Identity**”. This Education Program Package and the half day Schools Program Event available to Grade 6 classes are meant to provide a meaningful way to connect Kitchener-Waterloo Oktoberfest and the German culture to the classroom.

The education package is structured as a grade 6 cross-curricular unit plan consisting of activities that can be used individually or as a unit with an engaging summative assignment. It includes aspects of Language Arts, Visual Art, Music, Dance and Social Studies. As an educator, you know the importance and value of providing real-world, relatable activities for your students, and we hope you take advantage of this resource we have provided.

At the end of the Education Program Package, you will find the K-W Oktoberfest Schools Program **Scavenger Hunt** which covers some of the facts the students learn at the event and which can also be found by browsing the K-W Oktoberfest website and researching other German history resources.

We truly hope you enjoy this unique learning experience with your students. ***Oktoberfest ist wunderbar!***

With sincerest thanks,

K-W OKTOBERFEST INC.



Alfred Lowrick
Executive Director

K-W Oktoberfest Schools Program: German Heritage and Identity

GRADE 6 UNIT PLAN OVERVIEW

Activity	Duration	Expectations	Synopsis
LANGUAGE ARTS			
Story of Oktoberfest	40 min	Reading: 1.1, 2.1, 2.4	Students read the story of the first Oktoberfest, answer comprehension questions, and make connections to other works of fiction.
Paragraph Writing: Developing and Organizing Content	40 min x 2	Writing: 1.2, 1.5, 2.8, 4.1	Students work through the drafting and revision process to produce a piece of quality writing based on multiculturalism.
Advertising	40 min	Media Literacy: 1.1, 1.2	Students examine various advertisements and must identify the purpose and audience, as well as make connections to themselves, the world, and other texts.
SOCIAL STUDIES*			
Immigration and Multiculturalism	40 min x 2 plus extension	A1, A1.1, A2.2, A3.1, A3.3, A3.4	Students will learn about German immigration to Waterloo Region and will discover any history of immigration in their own families, connecting Canada to other areas of the world.
THE ARTS			
Visual Arts	40 min x 2	D1., D3., D1.4, D3.1	Students will construct a maypole, as well as other Bavarian accessories, using various relevant mediums that allow artistic exploration and investigation.
Dance	40 min	Dance: A1., A3., A1.1, A1.4 Health and PE: A1., A1.1, A1.2, B1.1, B1.2	Students will create and learn an authentic Bavarian dance, which includes a maypole dance, while integrating specific dance steps to work towards a performance.
Music	40 min	C1., C3., C1.1, C3.1, C3.2	Students will learn the song "Edelweiss" while exploring the song's cultural meaning and how the media has affected the song's place in society. They will learn about music appreciation and performance.
CULMINATING ACTIVITY			
Oktoberfest Media Assignment	40 min x 3	Social Studies: A1, A1.2, A3.2, A3.3 Language Arts (Media): 3.2, 3.4	Students will create an advertisement through either a poster, a commercial, or radio advertisement trying to persuade students in their school to attend Kitchener-Waterloo Oktoberfest festivities. They choose up to three events on which to focus and must use skills and knowledge they have acquired in the unit (e.g., knowledge of the festival, Germany, Waterloo Region, tourism, media and advertising skills, etc.). They will then reflect on their advertisement and how it demonstrates the influence of international celebrations and cultures on Canadians and Canadian society.

SUMMATIVE ACTIVITY

Summative Activity: Oktoberfest Media Assignment 40 minutes x 3	
Lesson Synopsis	Students will create an advertisement through either a poster, a commercial, or radio advertisement trying to persuade students in their school to attend Oktoberfest festivities.
Curriculum Expectations	<p>Social Studies:</p> <p>2004</p> <ul style="list-style-type: none"> - Describe some of the connections Canada shares with the rest of the world (e.g., trade, history, geography, tourism, immigration, media, culture) - Use appropriate vocabulary (e.g., culture, immigration, tourism, media) to describe their inquiries and observations - Describe some influences of other countries on contemporary Canadian society and the lifestyles of Canadians (e.g., heritage celebrations) <p>2013</p> <p>A1. Application: assess contributions to Canadian identity made by various groups and by various features of Canadian communities and regions.</p> <p>A1.2 evaluate some of the contributions that various ethnic and/or religious groups have made to Canadian identity</p> <p>A3.2 describe some key economic, political, cultural, and social aspects of life in settler communities in Canada...and identify significant ways in which settlers' places of origin influenced their ways of life in Canada</p> <p>A3.3 identify various types of communities that have contributed to the development of Canada</p> <p>Language/Media Arts:</p> <p>3.2 Identify an appropriate form to suit the specific purpose and audience for a media text they plan to create, and explain why it is an appropriate choice</p> <p>3.4 Produce a variety of media text for specific purpose and audience, using appropriate form, conventions, and techniques</p>
Material and Resources	Poster paper, scissors, craft materials OR computer lab Audio Recording Device Video Recording Device
Important Terminology	Media, Advertising, Audience, Graphics
Background Knowledge	Students will need to explore the Kitchener-Waterloo Oktoberfest website in order to choose the Oktoberfest festivities for which they will create an advertisement: http://www.oktoberfest.ca
Assignment Overview	<p>Students will create an advertisement through either a poster, a commercial, or radio advertisement trying to persuade students in their school to attend Oktoberfest Family and Cultural festivities. They choose up to three events on which to focus and must use skills and knowledge they have acquired in the unit (e.g., knowledge of the festival, Germany, Waterloo Region, media and advertising skills, etc.). They will then reflect on their advertisement through writing.</p> <p>Process:</p> <ol style="list-style-type: none"> 1. Explore Oktoberfest Family and Cultural Events website and promotions 2. Choose up to three events on which to focus the advertisement 3. Choose the type of advertisement to create (print, audio or video) 4. Identify the audience (students at your school) 5. Create advertisement 6. Write a reflection on the advertisement addressing media and social studies themes: <ol style="list-style-type: none"> a) Why did you choose to create the type (print, audio or video) advertisement you did? b) How is the advertisement appropriate for the intended audience? c) How does the advertisement show the influence of cultural celebrations like Oktoberfest on your community?
Assessments	See attached Advertisement and Reflection assessments

Media Assignment Rubric

Category	Level 1	Level 2	Level 3	Level 4
Advertisement <i>Student creates a media text appropriate for the event(s) chosen and the audience for which it is intended</i>	Student creates media text with limited effectiveness.	Student creates media text with some effectiveness.	Student creates media text with considerable effectiveness.	Student creates media text with a high degree of effectiveness.
Knowledge and Understanding <i>Generates ideas and uses most appropriate ideas for assigned topic.</i>	Student has a limited understanding of: - form/type of media texts - target audience - the effect of multiculturalism on the community	Student has some understanding of: - form/type of media texts - target audience - the effect of multiculturalism on the community	Student has a considerable understanding of: - form/type of media texts - target audience - the effect of multiculturalism on the community	Student has an excellent understanding of: - form/type of media texts - target audience - the effect of multiculturalism on the community
Thinking <i>Student produced brainstorming ideas, first draft, and final draft writings.</i>	Students can organize ideas with a limited degree of effectiveness.	Students can organize ideas with some effectiveness.	Students can organize ideas with considerable effectiveness.	Students can organize ideas with a high degree of effectiveness.
Communication <i>Student uses the appropriate form and style for communicating ideas.</i>	Student can express ideas and information with limited effectiveness.	Student can express ideas and information with some effectiveness.	Student can express ideas and information with considerable effectiveness.	Student can express ideas and information with a high degree of effectiveness.
Application <i>Student applies knowledge acquired in the unit to develop answers.</i>	Student applies previous knowledge with a limited degree of effectiveness.	Student applies previous knowledge with some effectiveness.	Student applies previous knowledge with a considerable degree of effectiveness.	Student applies previous knowledge with a high degree of effectiveness.

Comments:

Kitchener-Waterloo Oktoberfest Schools Program

Scavenger Hunt



1. Oktoberfest started as a marriage celebration for which two royal figures?
_____ and _____
 2. What year did this marriage celebration and ultimately the first Oktoberfest occur in Bavaria? _____
 3. Name three things that German immigrants from Europe brought to Kitchener-Waterloo:
_____, _____, and _____
 4. What is the German word for “wonderful”? _____
 5. What is the name of the instrument that is played in the mountains of Switzerland?

 6. What type of dancing is most popular among German people? The _____.
 7. How many years have we celebrated Oktoberfest in Kitchener-Waterloo? _____
 8. Name three Oktoberfest Family and Cultural Events that are available during this year’s festival:
_____, _____, and _____
- Hint:** Check out the Kitchener-Waterloo Oktoberfest Events webpage: <http://www.oktoberfest.ca>
9. What is the name of last year’s Miss Oktoberfest? _____
 10. What is the name of Miss Oktoberfest’s fun-loving orange sidekick? _____