

## Advertising the Scientific Revolution

**Background:** The invention of the printing press and the Protestant Reformation both contributed to the Scientific Revolution. Ideas were written down, published, and exchanged, and scientists were able to quickly read and adapt others' theories. As intelligence flourished, people began desiring to discover how the world works. These new understandings and findings led to greater control over the physical world. The scientific revolution is also closely linked to the reformation, as many of the scientists sought to prove God's infinite wisdom through deciphering the intricacies and inner workings of the world. However, the church was not pleased with some of the discoveries, and made a few scientists (ahem – Galileo) recant their findings.

**Directions:** You will be assigned one of the following inventions, people, or theories from the scientific revolution. Using the textbooks and databases, **you will create an advertisement OR infomercial** about the invention or theory.

You *must* include:

- What is your invention or theory?
- Who made it?
- How did your invention or theory impact society?

You *can* include:

- How was your invention or theory received by the masses?
- How did your invention or theory impact later scientists and scientific thought (was it refuted or adapted)?

### People and theories:

Vesalius's dissection of cadavers

Copernicus's Heliocentric Theory

Isaac Newton's Three Laws of Motion

The Royal Societies and Scientific Journals

Francis Bacon's Inductive Method

Robert Hooke's *Micrographia*

Johannes Kepler's Three Laws of Planetary Motion

Tycho Brahe (astronomy)

Deism (theory)

William Harvey's animal dissections

Robert Boyle's Gas Law

### Inventions:

Telescope (Galileo)

Octant and Sextant

Steam Digester

Empiricism (Locke and Hume)

Adding Machine (Pascal)

Barometer (Torricelli)

Microscope (Leeuwenhook)

***This is due on FRIDAY, December 6<sup>th</sup>.***

**OPTION: INFOMERCIAL**

<p><b>Background</b>                  Is there evidence that you researched your product?                  Is your research detailed?                  Did you answer every REQUIRED question (What/Who/How?)</p>	<b>/2</b>
<p><b>Infomercial</b>                  Is/does your infomercial:                  at least 45 seconds long, include what the product is, have an example of the product (drawn or physical), discuss why people should want it, discuss its effects?                  Did you email it to me before the bell rang on Friday?                  Is there clear effort put into it?</p>	<b>/20</b>
<p><b>Closure response</b>                  Did you individually respond to the prompt about the significance of your theory or invention?</p>	<b>/8</b>
<p><b>Extra</b>                  Does your project have a "wow!" factor?</p>	<b>/+3</b>
<p><b>TOTAL</b></p>	<b>/30</b>

**OPTION: ADVERTISEMENT**

<p><b>Background</b>                  Is there evidence that you researched your product?                  Is your research detailed?                  Did you answer every REQUIRED question (What/Who/How?)</p>	<b>/2</b>
<p><b>Advertisement</b>                  Is/does your advertisement: have a title, be one full page, colored, detailed, have two specific pieces of evidence that support why people should want your product?                  Is there clear effort put into it?</p>	<b>/20</b>
<p><b>Closure response</b>                  Did you individually respond to the prompt about the significance of your theory or invention?</p>	<b>/8</b>
<p><b>Extra</b>                  Does your project have a "wow!" factor?</p>	<b>/+3</b>
<p><b>TOTAL</b></p>	<b>/30</b>

