

World Language Scenario (Germany)

Title: Those Awesome German Cars!

Intended Level: Middle School (8th grade)

Guiding Question: Why are German made cars so popular on the international markets?

Activity Summary: German cars have long had a great reputation on the world markets. Consumers of these cars seem to have pride and confidence in such investment. In order to help future automobile consumers make informed choices, students will sort out the facts from the gimmicks about German cars.

Task: In pairs or small groups students will make a presentation (power point, brochure or other) on the advantages and disadvantages of German manufactured cars.

KY World Language Content:

WL-PM-2.2.D2 Identify economic and social impact of products on world markets. .

WL-M-3.1.B2 Use information and skills acquired in the target language to reinforce knowledge, concepts and skills learned in core content areas.

KY Core Content for Assessment:

PL-M-3 .1.4 There are positive and negative aspects of advertising strategies(e.g. providing accurate or misleading information, gimmicks).

SS-M-3.4.1 Basic economic issues addressed by producers are production, distribution, and consumption of goods and services.

SS-M-3.1.2 To make informed choices, consumers must analyze advertisements, consider personal finances, and examine the opportunity cost

SS-M-3.3.3 Competition among buyers and sellers impacts the price of goods and services.

Step for planning and implementing: (Idea taken from the binder in the Mainz kit)

1. Teacher uses a map of Germany to show the different cities where the automobile industry is located and how the car industry help economically.
2. Students bring visuals from internet, magazines, Auto ads) to show several models of German cars, their prices and catchy ad phrases.
3. Teacher invites guest speaker from a local dealership to discuss what German cars can be bought locally, their prices and how they service their customers.
4. Teacher or students invite a German car owner to class to talk about personal experiences.
5. Students visit consumer web sites in the USA and Germany and prepare a report on the satisfaction of German car consumers.

Resource:

www.europe-today.com/germany

Compton's Interactive Encyclopedia

www.searchenginecolossus.com

www.odci.gov/cia/publications/factbook/geos/gm.html