**Early Modern Era Empires**

**Advertising an Empire**

**\*THIS IS A SUMMATIVE ASSESSMENT.**

**Your time machine has taken you back the Early Modern Era (1450-1750). You will be investigating the best and worst parts of an empire, making a poster to let your audience know what you’ve learned.**

**Empires: Ottoman, Safavid, Mughal, Qing China, Tokugawa Japan, 15th – 16th Century Europe**

**Goal:** Gain new citizens for your empire by successfully competing against other empires in advertising your empire as the best.

**Role:** Your group is the Citizen Recruitment Board for your empire. It is your job to research the accomplishments, daily life and functionality of your empire in order to convince people to move there. Then take that research and create a convincing product.

**Overview:**

Your group will be assigned to an empire. Although you should divide the research work and share information with each other, EACH GROUP will create **poster** that explains to potential citizens…

1. An **overview** of the empire

2. The **best** parts of the empire. (What should they especially pay attention to or try to go experience?) (think InSPECT)

3. The **worst** parts of the empire. (What should they avoid visiting or try to keep from talking about?)(think InSPECT)

4. All **InSPECT** categories must be addressed.

**Audience:** Homeless citizens of the Palo Verde Steppe.

**Situation:** It is between **1450 and 1750** and your empire is growing. But it needs more people and more money to survive. You have been tasked by your ruler to find new people from new places. Instead of conquering nearby peoples (because it’s expensive) your ruler has tasked you with the job of creating an advertising campaign in order to PERSUADE people to move. Be creative.

**Product:** You will create a convincing, persuasive poster. You will use InSPECT to create your argument.

**Standards/Criteria for success:** The most successful advertisements will convince the peoples of PV to move. Each poster must address all letters of InSPECT and the research must be focused on 1450-1750.

**MAKE SURE YOUR RESEARCH IS FOCUSED ON 1450-1750, NOT THE MODERN DAY!**

\*You will be researching and creating your advertisements in class with on Monday 10/7, Wednesday 10/9, and Friday 10/11

\*On Tuesday October 15 your group will be presenting your chosen product.

**Research Guidelines:**

**Overarching Questions: What is so special about your empire? Empires require large amounts of people and territory, how does yours run? Why is it the best?**

\*Use the textbook and or the internet.

\*Take notes by hand or in a Word document.

\*Keep track of the RELIABLE sources of your information. (Only use Wikipedia for its “external links” sections) You need to attach a works cited page somewhere on your finished product.

Questions in the following list that are \***bold\*** are REQUIRED. The others are just suggestions on how to focus your research. Follow InSPECT and provide SPECIFIC information. Example: don’t just say your empire is “decentralized”. What does that actually look like? Instead say: “It has over 500 governors called satraps that report to the “king of kings” and have job duties such as collecting taxes, recruiting for military and enforcing laws”.

**Interaction with Environment**: \***What are the major cities of your empire?\* \*What are these cities like?\*** Where are the borders? Are there any diseases to watch out for? Are there any regions that might be extra difficult to reach?

**Social**: \***What is the social structure like in your empire?\*** What if your travelers are rich? Poor? What groups might travelers be able to hang out with? What was the role of women? How does your empire treat outsiders? \***Which groups of people might be especially angry with the government?\*** Will there be any riots or protests?

**Political**: \***What is your political system?\* \*How does your empire actually run?\* \*What led to the collapse of the empire?\*** How do you interact with your neighbors? Who is the ruler, and what kind of power do they have? Have they accomplished anything great?

**Economic**: What goods does your empire trade in? \***How are taxes collected?\*** Are there very poor and/or very rich people? \***How are your empire’s finances?**\* How does your empire feed its population? \***Are there any trade routes your empire controls or has primary access to?\***

**Culture**: Highlights of culture and beliefs: \***What religions exist in your empire?\*** \***Which pieces of monumental architecture should travelers be sure to visit on their trip? Why?\*** Do outsiders have to convert to the dominant religion? What art, architecture, science, and other advancements have been made?

**Technology: \*What technology is your empire especially good at?\* \* Did they invent anything?\*** Has anything they invented or innovated spread to the rest of the world?

***Required Topics Per Empire:***

**Ottoman –** Devshirme, tax farming, Ottoman Timars, Mini-Portraits, treatment of non-Muslims

**Safavid –** Safavid-Mughal Conflict, Shi’ism

**Mughal –** Zamindar tax collection, Safavid-Mughal Conflict, Sikhism, Maratha Conflict, Architecture

**Qing China –** Imperial Portraits, Restrictive policies against Han Chinese, Silk Production, Zamindars

**Tokugawa Japan –** Daiymo, Salaried Samurai

**15th – 17th Century Europe –** Renaissance, Reformation, Divine Right, Palaces (i.e. Versailles),

No matter which method you choose, this will be your rubric. You need to be ready to present by Tuesday, October 15th

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|  | Exceeding | Meeting | Approaching | Below |
| **Content -- Basic** | Content is:-Accurate -Detailed-All bold questions AND many extra questions have been answered-Related to the years between 1200 – 1450- Sources are clearly cited | Content is: -Accurate-Comprehensive-All bold questions and a few extra questions are answered-Related to the years between 1200 - 1450-Sources are cited | Content is:-Accurate-Lacking depth-Only the bold questions have been answered-Lacking a few details-May not all be about the years 1200 - 1450-Sources are roughly cited | Content is: -Inaccurate-Lacks necessary detail-Does not answer all of the bold questions-No sources are cited |
| **Content -- Detailed** |  |  |  |  |
| **Organization** | -Poster/Infographic/Flyer/ has excellent formatting-Clearly indicates the sections “overview,” “best parts,” and “worst parts” | -Poster/Infographic/Flyer/ has clear formatting-Clearly indicates the sections “overview,” “best parts,” and “worst parts” | -Poster/Infographic/Flyer/ has a little formatting-Includes “overview,” “best parts,” and “worst parts” sections, but they aren’t labeled | -Poster/Infographic/Flyer/ lacks formatting-Hard to tell what information belongs under “overview,” “best parts,” or “worst parts” |
| **Appearance** | -Poster/Infographic/Flyer is neat and easy to read-High level of effort apparent-Colorful and creative-Content is easy to read and flows-Graphics go well with the text and there is a good mix of graphics and text | -Effort is apparent-Colorful and gets the point across-Content is easy to read-Graphics go well with the text, but there are so many that they distract from the text  | -Effort is somewhat evident-Lacks color or creativity-Content is a little hard to read-The graphics go well with the text, but there are too few  | -Effort is minimal or not evident-No color or creativity-Content is hard to understand-The graphics do not go with the accompanying text. They may be randomly chosen. |

Overall score: \_\_\_\_

Comments:\_\_\_