

For Teacher Use: Exit Tickets

Academic and Applied

Exit Tickets are a teaching tool that teacher can use as a review of the material and themes covered. At the end of class students are given a few minutes to answer a question that reflects or expands upon the previous lesson. Provided is a small sample of questions that aim to approach a wide variety of learners and classrooms.

Exit Ticket for _____:

Today we learned about the types of advertising seen in Fort William 100 years ago. Describe the steps we took to analyze the advertisement, and explain why one is the most important to you.

Exit Ticket for _____:

Today we learned about the types of advertising seen in Fort William 100 years ago. How were women, specifically, targeted by companies trying to sell goods?

Exit Ticket for _____:

Today we learned about the types of advertising seen in Fort William 100 years ago. Why do you think women were targeted more than men by these companies?

Exit Ticket for _____:

Today we learned about the types of advertising seen in Fort William 100 years ago. Has this lesson caused you to think more critically about modern advertising? If so, how would you be a more discerning shopper?

Exit Ticket for _____:

Today we learned about the types of advertising seen in Fort William 100 years ago. Reflect back on an advertisement you have seen, or that has prompted you to buy something. Can you explain what techniques it uses? Would you still buy the product?

Fort William Market Festival: Reflection Questions

Individually answer the following reflection questions on a separate sheet of paper. Pick one question from each section, and answer it in at least 3 complete sentences.

Section A: Your Own Advertisement.

- 1) Was your advertisement effective? Explain why or why not.
- 2) Could your advertisement be made more effective? In what ways?

Section B: The Advertisements of Others:

- 1) Identify a fellow student's advertisement you felt was particularly effective, and explain why.
- 2) Did any advertisements have elements yours didn't? How might you include them if you could remake your advertisement?

Section C: The Market Festival

- 1) Based on the type of tokens your store received, who was most likely to purchase your goods? Can you explain why?
- 2) How did your store fare during the Festival? Describe how well it did each time the festival was run.