



6.3.9 Practice: The Automobile and Equality

Practice Assignment

U.S. History Sem 1 (S2792674)

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Points possible: 30

Date: _____

Pre-Writing

1. What values do you think were most important to the new middle class at the turn of the century?

I think that they valued both work and education, as more people got white collar jobs and became middle class. Thus, they were able to educate their children. I think they also valued free time and leisure, as their new jobs allowed them time off from work to do what they pleased. This meant that they valued pleasure activities such as seeing movies, going to the beach, and watching sports.

2. What does the American middle class value today?

Today, the American middle class values somewhat similar things. They value work, and most of them have white collar jobs and work in office type environments. They value education significantly, and usually want to send their children to school and college. They also value leisure, but more so leisure involving technology. This means watching movies and TV, playing games, using social media, and surfing the web. However, they still value leisure like going to the park or beach.

Writing Assignment

Your final practice assignment for this semester is not an essay. Instead, put into practice what you have learned about the development of the middle class to create your own car advertisement that appeals to the values you just identified.

- You can target your advertisement to either a modern or turn-of-the-century audience, just be sure to identify which one you choose.
- Don't worry if you aren't an artist. You can design your own car, or borrow an image. But be sure to give credit to your image source.
- Write your own advertising copy. Make sure your ad appeals to the values of the middle class at the turn of either the 20th or 21st centuries. It doesn't matter if you give your car a new name or use an existing one.
- Be sure to show off your best writing skills.

I chose to target a modern advertisement that appeals to the values of the modern middle class.

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