

## WEB SITE STUDY GUIDE – ACTIVITY TUNE-UP

Study Guide activity for Britannica’s 1960s British Invasion needed fleshing out. The revision clarified specifics, tailored the assignment to the (high school) age group, added suggestive detail, created a narrative feel, and offered options to personalize the project.

<u>BEFORE</u>	<u>AFTER</u>
<p>[graphical elements – images of music publications, newspapers/magazines]</p> <p>Imagine you are a student in 1964 and you must write a 500-word article for the school yearbook that covers the happenings in popular music in that year. You can write from a British or American point of view, or some other, outside point of view.</p> <p>Your article should include important developments that took place in 1964, including:</p> <ul style="list-style-type: none"><li>• information about new bands that became popular,</li><li>• albums that were released and hit the charts,</li><li>• concert tours, and</li><li>• related developments in the fashion world.</li></ul>	<p>[graphical elements – images of music publications, newspapers/magazines]</p> <p>Imagine you’re a student in 1964. You work on the high school yearbook, and it’s your job to write the article on the year’s happenings in popular music.</p> <p>The article should be about 500 words long, and you have a choice of a different “point of view” to bring your words to life. You can:</p> <ul style="list-style-type: none"><li>• write it as yourself (but in 1964, of course);</li><li>• pretend you’re a visiting British exchange student, and write from that point of view; or</li><li>• invent some other role to play (a teacher? one of your parents?), and write from that perspective.</li></ul> <p>Your “Year in Review” article should look back at the “recent” musical developments that took place of 1964, such as:</p> <ul style="list-style-type: none"><li>• new bands that became popular,</li><li>• albums and singles that hit the charts,</li><li>• concert tours and TV appearances, and</li><li>• music-related fashion trends.</li></ul> <p>Try to capture the excitement and flavor of the times in your writing. Remember: it was an era when changes in music affected kids’ lives in many, many ways – just as music does today.</p>