



Lovin' the Light Bulb— Research/Introduction to Pitching

Unit 4 Lesson 3



Standards & Objectives

- **Reading** – I can read complex informational texts about major inventions and discuss my development and impact. [RI.4.3]
- **Writing** – I can write an opinion piece about the importance of the light bulb, providing evidence to support my argument. [W.4.1, W.4.1b]
- **Speaking and Listening** – I can recognize and summarize best practices for making an oral presentation, and analyze sample presentations. [SL.4.2]
 - – I can discuss and choose audio recordings to enhance their oral presentations. [L.4.5]
- **Language** – I can acquire domain-specific vocabulary associated with the major inventions I am researching. [L.4.6]



Welcome to Eureka!



The Lightbulb VOCABULARY

- **dim**, adj. not bright
- **drawbacks**, n. disadvantages, problems
- **charred**, adj. burnt
- **illumination**, n. brightness
- **potential**, n. qualities or abilities that may be developed and lead to future success

RESEARCHING THE LIGHT BULB



EDISON'S INVENTION EVIDENCE

Invention: Light Bulb

What this invention does:

What came before this invention:



RESEARCH WEDGE CHALLENGE: LETTER TO MR. EDISON

Write a letter to Thomas Edison extolling the virtues of the light bulb.

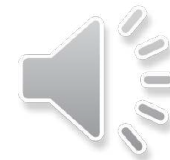
Your letter should be about two paragraphs long. That means you might not have time to cover all the arguments and evidence you gathered earlier, so choose your material judiciously. Think about the story of the light bulb you want to tell. As you develop your letter, you may also want to think about information you learned about Mr. Edison's personality and life from his inventor card.

**Dear widgets:**

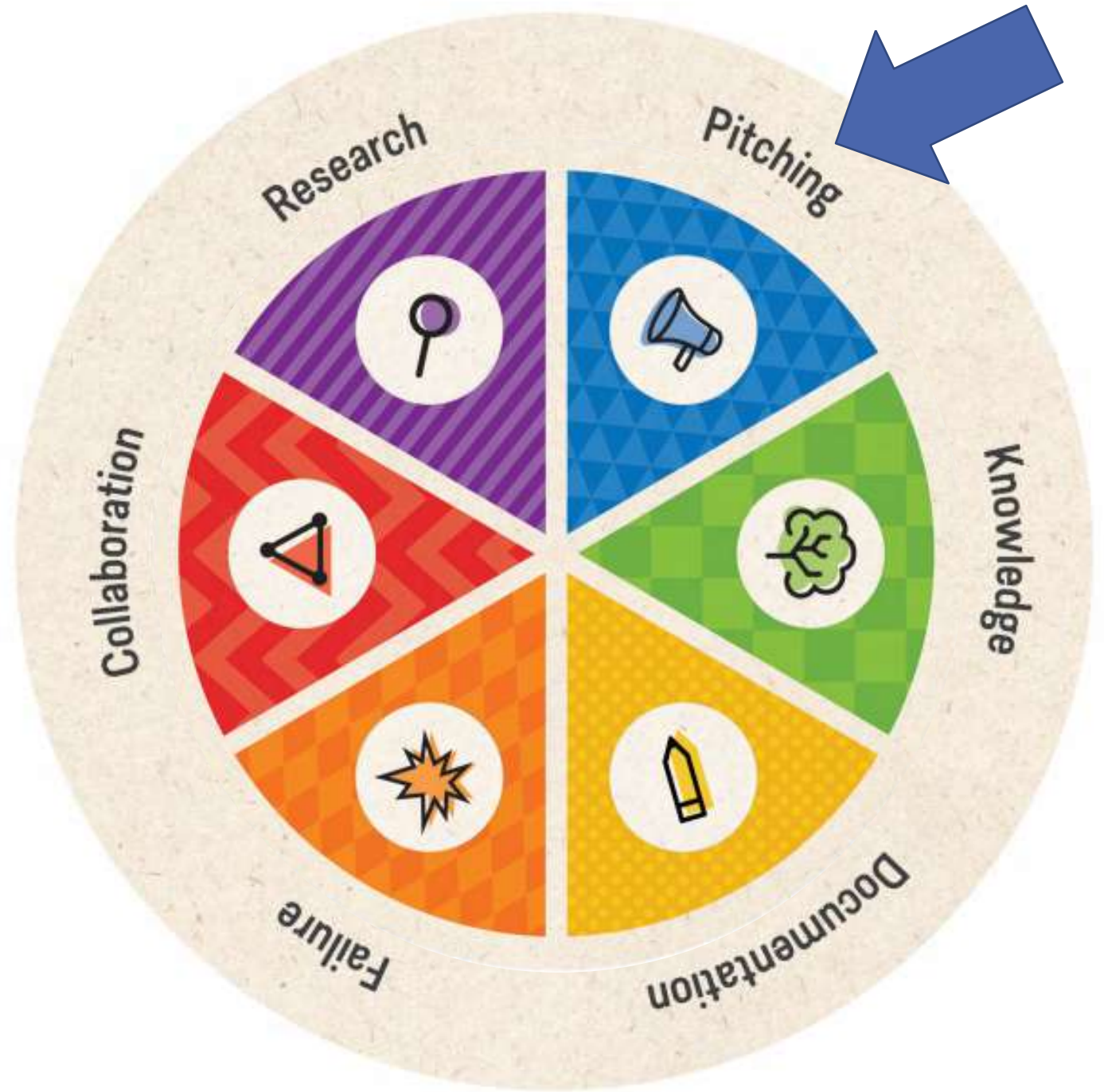
Hmph. Well, from what I've seen and heard so far, you seem to be doing a solid job on your analysis of the light bulb. Not everyone knows all the details of its illustrious history, but your research skills are serving you well. Let's make things a little more interesting. I am in the final-proof stage of my book, *I Judge Inventions*. Obviously the light bulb is THE MOST important invention of all time, and the light bulb is going on the front cover. But the back cover needs art too. One of the inventions after which your labs are named, but only one, can be that back-cover art. Convince me that it should be yours.

Sincerely,

Thomas Edison



Pitching



Define Pitch

a short presentation in which you introduce an idea, an approach, a product, or, in this case, an invention, with the aim of selling it to the listener or audience.



Play video: Good Pitch, Bad Pitch

Pitch

	Good Pitch	Bad Pitch
What You Say (Content)	<div>many facts</div> <div>well organized</div> <div>interesting</div> <div>surprising</div> <div>reasonably drawn conclusion based on facts</div>	<div>boring</div> <div>scattered</div> <div>Not based on facts</div>
How You Say It (Presentation)	<div>good eye contact</div> <div>easy to understand</div> <div>loud enough</div> <div>energy</div>	<div>monotone</div> <div>mumbling</div> <div>too quiet</div>

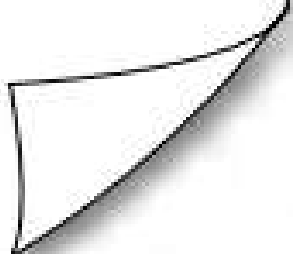


A Note from Hedy Lamarr:

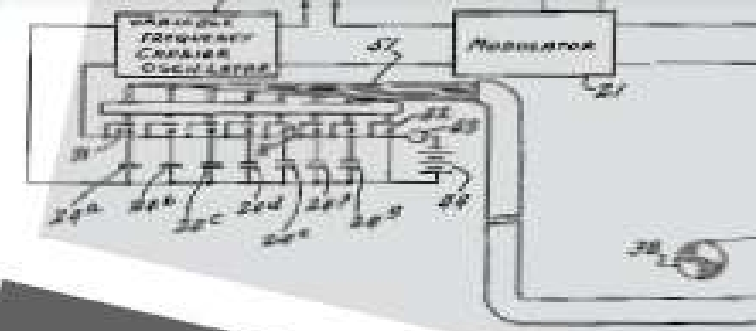
Meine kleinen inventors: Look, there are not a whole lot of ways my two great talents—inventing and acting—overlap. Pitch presentations! This is where they overlap. So I have made a list: you would benefit from following it. Jacques is not the only one with rules.

Sincerely,

Hedy Lamarr



HEDY LAMARR'S RULES FOR PITCHING



WHAT YOU SAY:

- ☐ Be focused on your topic.
- ☐ Be specific.
- ☐ Be interesting.

HOW YOU SAY IT:

- ☐ Make eye contact.
(Look at your audience!)
- ☐ Show energy and passion.
- ☐ Watch your volume and speed.





INTROSPECTIVE INVENTORS

- Can you think of anything particularly clever or helpful that a lab mate did during the episode?
- What was a challenging moment, and how did you address it?
- What are you looking forward to?
- What is a lesson you'll take away from today and apply to the rest of the Quest?

EXIT TICKET

What makes a good pitch? What makes
a bad pitch?