



Speaking with Style— Pitching

Unit 4 Lesson 4



Welcome to Eureka!



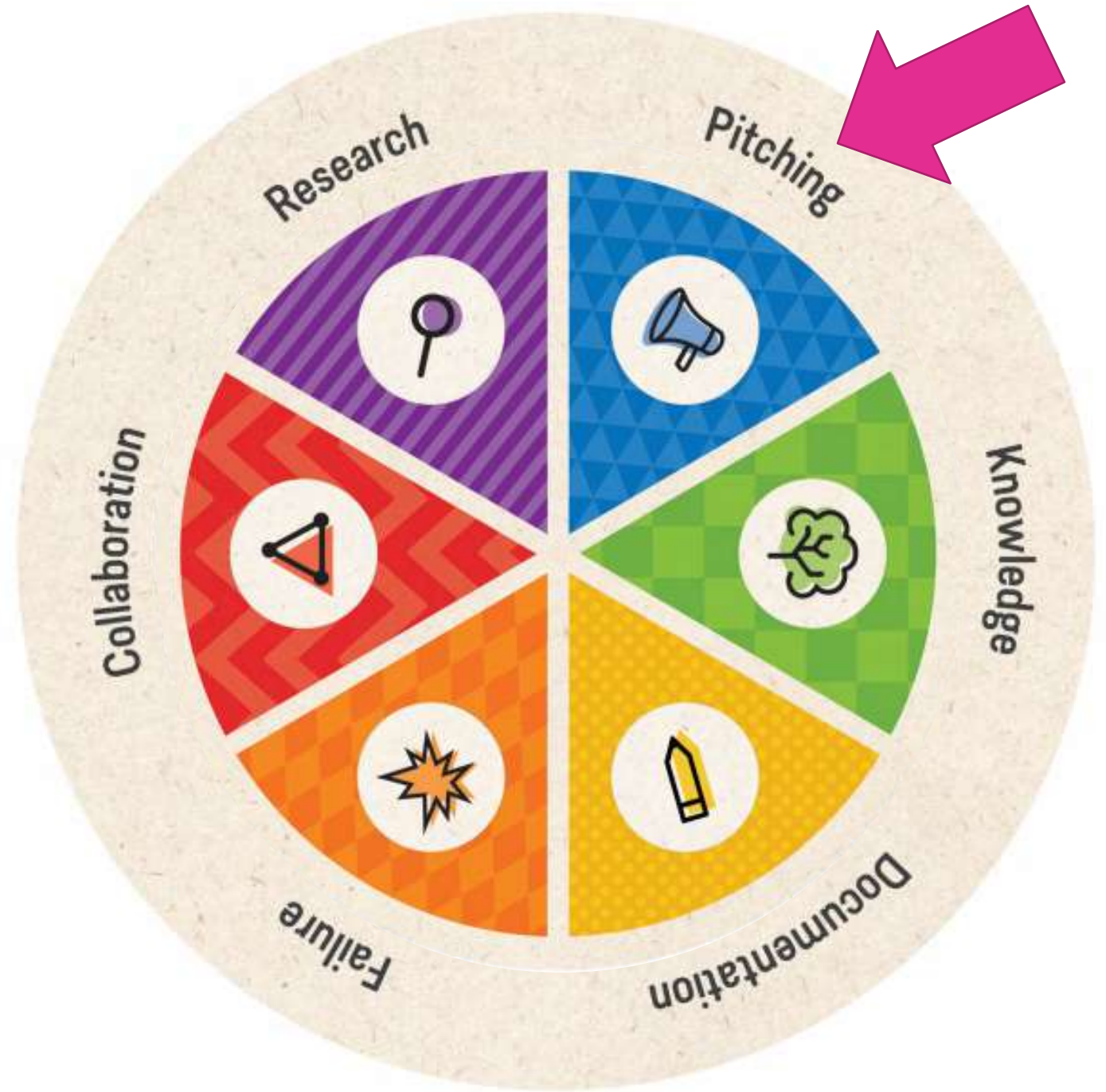
Standards & Objectives

- **Speaking and Listening** – I can use my research to create an oral pitch for my lab's invention, including facts and details to support my argument. [SL.4.4]
- – I can listen to presentations, take notes, and paraphrase what I have learned about each invention. [SL.4.2]
- – I can use audio recordings to enhance my oral presentations. [L.4.5]
- **Writing** – I can write and present a skit with dialogue to show the importance of my lab's invention. [W.4.3]

ACADEMIC VOCABULARY

- **practical**, adj. useful
- **quelle guigne!**, French for “what bad luck!”
- **quelle merveille!**, French for “how marvelous!”
- **stylus**, n. a pointed, pen-shaped instrument used to make an imprint on a surface
- **très magnifique**, adj. French for “really wonderful”

Pitching



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.**





HEDY LAMARR'S SAMPLE PITCH PLANNER

Using the evidence you pulled for "Edison's Invention Evidence," plan the pitch your lab will present for your invention. This pitch will explain why your invention deserves to be on the back cover of Edison's new book! All members of your lab should participate in the pitch.

Introduction (15–30 sec.):

1. The name of your invention:

Lightbulb

2. The date (approximate is OK) of your invention:

1879

3. A sentence briefly explaining how it was invented:

It took Thomas Edison two years to find the keys to his invention; using charred bamboo for the filament made an electric lightbulb that was bright and long lasting.

4. A sentence explaining how it improved life:

By making clean, cheap, and safe light, the lightbulb improved safety and made our lives more interesting.

5. Your slogan—a catchy sentence that will grab your audience's attention (the slogan can be the one you created in Episode 1, or you can revise it):

Remember the lightbulb; it illuminates!

Skit (1–2 min.):

1. Create a skit to demonstrate the importance of your invention. Choose one of the following ideas for your skit:

- Demonstrate how people lived before and after your invention was invented.

OR

- Interview the inventor.

Characters:

Mom

Dad

Jan

Jacob

Setting:

The Henderson's log cabin 1878 & 1879

Summary (what happens in your skit):

1878 - Jan is reading a book when Dad tells her to blow out the candle because they are too expensive.

1879 – the Henderson's are reading, laughing and playing and say "Thank goodness for the lightbulb!"

Conclusion (15 sec.):

1. Sign off with your slogan.

Remember the lightbulb; it illuminates!

**A Note from Hedy Lamarr:**

Inventors! I am very excited to learn more about zese inventions through your pitches. You should be too. Zese are some of ze most revolutionary inventions in ze history of human civilization. Ve do not have any namby-pamby silly inventions on zis program. Nie! Breakthroughs, plus ze most important snacks ONLY are permitted on *Eureka!*

Ze learning—no, ze KNOWLEDGE—you gain from zese presentations will help you to be a better inventor. As you listen to zese pitches, you should take notes. I have made you a helpfully formatted and structured form. It is in your Inventor's Notebook. Ve call it "Hedy Lamarr's Notes for Knowledge." Ve vill talk more about knowledge tomorrow.

You vill pitch only once! You vill listen five times! Do not waste ze listening! You vill need zese notes soon!

Sincerely,

Hedy Lamarr





→ CLOCK



AIRPLANE

→ TELEPHONE

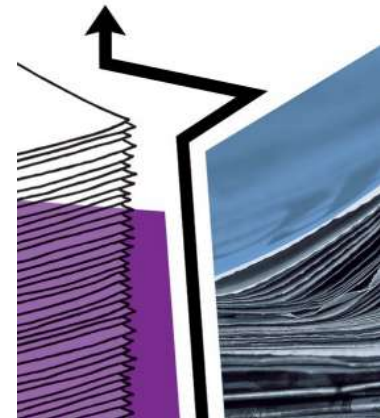


MICROSCOPE



RADIO ←

PAPER



**A Note from Hedy Lamarr:**

Vell done, *meine kleinen* pitchpeople. Now ve are getting somewhere! Zree vedges. Zat is half. Zat is not so bad. Ve have a little extra time today, so let us get to know another outstanding inventor, a man who vas not very much older than you ven he began his great invention. I do not vant to give tomorrow's program away, so all I vill say as you read his note and complete his inventor card—VICH IS NOT OPTIONAL! NEIN! YOU VILL DO IT AND VHY VOULD YOU NOT?—is “invention breeds invention.” Vat does zat mean? Ponder zat, and tomorrow it vill be revealed.

Sincerely,

Hedy Lamarr





Name: _____

Birthdate: _____

Birthplace: _____

Invention(s):

Describe a challenge or disappointment that this inventor faced.

Name one fact about this inventor or the story of his/her invention that you find interesting.

EXIT TICKET

What invention has impacted your life the most? How?