Advertising an Empire Project

**Step 1:** Form a group of 5-6 people.

**Step 2:** Choose a classical civilization to study (Greece, Rome, Persia, China (Qin/Han), India (Mauryan/Gupta)

**Step 3:** Start planning out what your group is going to do for the project and who will do what (ALL group members must contribute!)

**Step 4:** Be ready to present in class on Monday, Sept. 19 or Tuesday, Sept. 20

**Goal:** Gain new citizens for by successfully competing against other empires in advertising your empire as the best.

**Role:** Your group is the tourism board for your empire. It is your job to research the accomplishments, daily life and functionality of your empire in order to convince people to move there. Then take that research and create a convincing product.

**Audience:** Homeless citizens of the surrounding steppes.

**Situation:** It is between 600 BCE and 600 CE and your empire is growing. But it needs more people and more money to survive. You have been tasked by your ruler to find new people from new places. Instead of conquering nearby peoples (because it’s expensive) your ruler has tasked you with the job of creating an advertising campaign in order to PERSUADE people to move. Be creative.

**Product:** You will create a convincing electronic presentation. You will use SPICE to create your argument.

**Standards/Criteria for success:** The most successful advertisements will convince people to move. Each presentation must address all letters of SPICE and the research must be focused on 600BCE – 600CE.
Research guidelines:

Focus Question: What is so special about your empire? Empires require large amounts of people and territory, how does yours run? Why is it the best?

These are just suggestions on how to focus your research. Follow SPICE, and provide SPECIFIC information. Example: don’t just say your empire is “decentralized”, what does that actually look like? It has over 500 governors called satraps that report to the “king of kings” and have job duties such as collecting taxes, recruiting for military and enforcing laws”.

Social: What was the social order in your empire? What are the social benefits for moving there? What if I’m rich? Poor? What groups are there to help me find community? What was the role of women? How does your empire treat outsiders?

Political: What is your political system? How does your empire actually run? How do you interact with your neighbors?

Interaction with Environment: What are the major cities of your empire, where can people move specifically to? What are these cities like? Where are your borders? What are the advantages that come from these locations? Are there any trade routes your empire controls or has primary access too? What technology does your empire have?

Culture: Highlight of culture and beliefs, what religions exist in your empire? Do outsiders have to convert? What art, architecture, science, and other advancements have you made?

Economic: What goods does your empire trade in? Labor systems? Is there any possibility of making money or important trade/money connections that can come from converting? How are your empires finances? What type of jobs can people get for skilled, unskilled labor? Food production, how does your empire feed its population?