Explorer Advertisement Campaign

You work for Old World Advertising Company, the premier advertiser in all of Europe. An explorer has come to you and told you that they need to try to get a crew for a new voyage they are planning. Your job is to try to get people to sign up for their crew by designing an advertising campaign.

Since this is a multi-media campaign, you will be trying to reach people in a variety of ways. Possible media outreaches include:

- Poster(s)
- Twitter (creative hashtags and tweets—minimum 10)
- Facebook (http://www.classtools.net/FB/home-page)
- Radio advertising (recorded audio 30-60 seconds)
- TV Commercials (recorded 30-60 seconds)

In order to make an effective campaign, you must research your assigned explorer’s:

- Basic information (name, when born, when died)
- What good reasons people should have to join up with him (why was he successful?)
- What do people want to hear? (How will you get the 3 g’s if you sign up?)
- Where will you be going? What will you get when you go there?

Since the King/Queen are paying for the expedition, they are requiring that you put the country flag or information on all visual posters and at least mention them in all twitter and radio advertising. **You may not outright lie in anything you say or print, but you can stretch the truth a bit.**

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<th>80% (At Mastery)</th>
<th>90% (Above Mastery)</th>
<th>100% (Exceptional Work)</th>
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<td>*The campaign has at least 3 different ways to reach the audience AND *The campaign covers all of the g’s at least once and has basic information about the explorer AND *The DBQ questions are all answered</td>
<td>*The campaign has at least 3 different ways to reach the audience AND *The campaign covers all required material and is creative in its delivery of the required information AND *The DBQ questions are all answered correctly</td>
<td>*The campaign has at least 4 different ways to reach the audience AND *The campaign covers all required material and is creative and well-executed in its delivery of the required information AND *The DBQ questions are all answered correctly</td>
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Age of Exploration DBQ

Your group should review the answers of this document together and should answer all questions in a complete sentence.

IN ORDER, most potent Sire, to convey to your Majesty a just conception of the great extent of this noble city of Temixtitlan, and of the many rare and wonderful objects it contains; of the government and dominions of Moctezuma, the sovereign: of the religious rights and customs that prevail, and the order that exists in this as well as the other cities appertaining to his realm: it would require the labor of many accomplished writers, and much time for the completion of the task. I shall not be able to relate an hundredth part of what could be told respecting these matters; but I will endeavor to describe, in the best manner in my power, what I have myself seen; and imperfectly as I may succeed in the attempt, I am fully aware that the account will appear so wonderful as to be deemed scarcely worthy of credit; since even we who have seen these things with our own eyes, are yet so amazed as to be unable to comprehend their reality.

But your Majesty may be assured that if there is any fault in my relation, either in regard to the present subject, or to any other matters of which I shall give your Majesty an account, it will arise from too great brevity rather than extravagance or prolixity in the details; and it seems to me but just to my Prince and Sovereign to declare the truth in the clearest manner, without saying anything that would detract from it, or add to it. Letter from Hernando Cortez to Charles V, 1520

1. Why does Cortez fear that Charles V wouldn’t believe him about how good the Aztec riches are?

2. List at least 3 words that Cortez uses to describe the greatness of his king?

3. What is the most likely meaning of sovereign as used in this excerpt?
4. In this etching (artwork), what advantages did the Europeans have when they were fighting the indigenous people of the Americas?

5. Which of the 3 G’s is this picture meant to demonstrate? How do you know?

“...Many are the varieties of tongues: for in every 100 leagues we found a change of language, so that they are not understandable each to the other. The manner of their living is very barbarous, for they do not eat at certain hours, and as often-times as they will: and it is not much of a boon to them that the will may come more at midnight than by day, for they eat at all hours: and they eat upon the ground without a table-cloth or any other cover, for they have their meats either in earthen basins which they make themselves, or in the halves of pumpkins: they sleep in certain very large nettings made of cotton, suspended in the air: and although this their (fashion of) sleeping may seem uncomfortable, I say that it is sweet to sleep in those (nettings): and we slept better in them than in the counterpanes. They are a people smooth and clean of body, because of so continually washing themselves as they do.... Amongst those people we did not learn that they had any law, nor can they be called Moors nor Jews, and (they are) worse than pagans: because we did not observe that they offered any sacrifice: nor even had they a house of prayer...” **Amerigo Vespucci, 1497**

6. What reasons does Vespucci give for thinking that the indigenous people were barbarous?

7. What is Vespucci describing when he talks about the people’s “large nettings made of cotton?” What does he admit about sleeping in them?

8. According to Vespucci, why were the native Americans “worse than pagans?”
Martellus Map, 1491

9. The above map is a map that was common in Europe about the time of Columbus. What accuracies and inaccuracies are evident in the map?

10. Based on this map, why would Columbus conclude that he had reached India on his 1st expedition of 1492?

11. What information and assumptions would Marcellus have used to draw a map like this?
"Having thus procured a pilot, and provided all things necessary for the voyage, De Gama departed from Melinda for Calicut, on Friday the 26th of April 1498, and immediately made sail directly across the gulf which separates Africa from India, which is 750 leagues. This golf runs a long way up into the land northwards; but our course for Calicut lay to the east. In following this voyage, our men saw the north star next Sunday, which they had not seen of a long while; and they saw the stars about the south pole at the same time. They gave thanks to God, that, whereas it had been represented to them, that in this season, which was the winter of the Indies, there were always great storms in this gulf, they now experienced fair weather. On Friday the 18th of May, twenty-three days after leaving Melinda, during all which time they had seen no land, they came in sight of India, at eight leagues distance the land seeming very high.

Canaca, the pilot, tried the lead and found forty-five fathoms, [about 250 feet depth of sea] upon which he altered his course to the south-east, having fallen in with the land too far to the north. Upon the Saturday, he again drew near the land, but did not certainly know it, as the view was obscured by rain, which, always falls in India at this season, being their winter. On Sunday the 20th of May, the pilot got view of certain high hills which are directly behind the city of Calicut, and came so near the land that he was quite sure of the place; on which he came up with great joy to the general, demanding his albrycias, or reward, as this was the place at which he and his company were so desirous to arrive. The general was greatly rejoiced at this news, and immediately satisfied the pilot, after which, he summoned all the company to prayers, saying the salve, and giving hearty thanks to God, who had safely conducted them to the long wished-for place of his destination. When prayer was over, there was great festivity and joy in the ships, which came that same evening to anchor two leagues from Calicut.”

Hernan Lopez de Castaneda, 1497  (Sailor with Vasco da Gama)

12. What hardships did sailors endure when sailing with explorers?