

Sachtexte bearbeiten

Kurzbeschreibung*	SchülerInnen lesen einen vorliegenden Sachtext im digitalen Schulbuch und markieren wichtige und unklare Stellen. Ggf. erweitern sie die Markierungen mit stichwortartigen Randnotizen.
Fächer*	Alle Fächer
Schulart*	Alle Schularten
Schulstufe*	9.-13.Schulstufe
Zeitbedarf*	Abhängig vom Sachtext
Groblernziele*	Textverständnis fördern und trainieren Texte erschließen Informationen strukturieren Präsentieren Informationen Zusammenfassen
Erprobt mit	English Unlimited HAK/HUM/4/5 - ÖBV
Vorkenntnisse	Keine besonderen Vorkenntnisse notwendig
Technische Voraussetzungen	Digi4School Zugang über Webbrowser oder APP
Handlungsdimension (Bloomsche Handlungsebenen): *	verstehen, anwenden, analysieren, realisieren
Lehrerinfos	Die LK sucht zwei geeignete kürzere Sachtexte oder einen längeren Sachtext, der in zwei Teile geteilt wird aus dem digitalen Schulbuch. Die SchülerInnen lesen den Text und markieren wichtige Stellen und machen sich mit der Funktion „Notiz“ Randnotizen zum Inhalt. Die SchülerInnen berichten den Textinhalt ihren PartnerInnen mithilfe von ihren Notizen. Die SchülerInnen notieren sich gemeinsam Fragen für einen Quiz. Die Quizfragen werden im Anschluss als Frage und Antwort Runde von der LK oder einer SchülerIn moderiert.
Schülerinfos	1. Jeweils eine Person liest den Text auf Seite und eine Person den Text auf Seite eures digitalen Schulbuches. 2. Unterstreicht die wichtigsten Passagen und macht euch mit dem Werkzeug Notizen Aufzeichnungen so, dass ihr danach eurem Partner über den Text berichten könnt. 3. Berichtet eurem Partner von eurem Text 4. Wenn ihr damit fertig seid, stellt bitte jeweils drei Fragen pro Text für einen Quiz zusammen. 5. Ich sammle die Fragen für ein anschließendes Quiz ein.
Datum	5.10.2016

Digi4School in Action

Unterrichtsmaterial zum digitalen Schulbuch

Beispiel Sachtext markiert mit Digi4School Marker

- 3 She says that increasingly the measure of a successful brand is not whether it's truly a mark of quality on a product, but how well it stretches. What does she mean by this? Can you think of examples?

The process of branding in its simplest form is just the process of marking a product with a consistent logo, image, mascot, that sends a message to the consumer – a message of consistency, a message of quality. How did we get from this fairly simple role of the brand to these brand tribes that we have now, where we almost follow brands like we would follow rock stars? We organise ourselves into brand tribes, we are a Nike type of person or a Tommy Hilfiger type of person. How did that happen?

There were a handful of brands that understood that marketing could play a larger role than simply branding their product as a mark of quality. They understood that they could sell ideas, that they could sell lifestyles. Coca-Cola, Disney, McDonald's – these core American brands became powerful precisely because they understood that they were selling ideas instead of products, that they were selling an idea about family. Coca-Cola was selling the youth lifestyle – in the 60s they started selling peace and love – they were selling something way more profound than their fairly generic product, which was this black fizzy liquid. Walt Disney understood that he was selling the American dream, he was selling a nostalgic vision of the small-time American town that people felt sad about – they felt it had disappeared. The founder of Nike, Phil Knight, says that he had a kind of an epiphany in the mid-80s where he realised that he didn't want to compete in a commodity marketplace any more, that he did not want to be a sneaker company, or, as he said, a fashion company. He wanted to be a sports company. And that their core image or their core idea was not about their sneakers being better than Reeboks but was an idea about the nature of sports, and that pure athletic ability – the raw ability of truly superstar athletes like Tiger Woods and Michael Jordan – is a metaphor for the American dream, and so he decided to sell that idea. The measure of a successful brand more and more is not whether it's truly a mark of quality on a product, but how well it stretches. If it's a successful cola, can it also be a line of clothing? If it's a line of clothing, can it also be a house paint? So you have this stratosphere of warring megabrands that want to be everywhere and be everything.