

HOW MY STUDENTS USE SLOGANS TO ANSWER, WHAT IS SCIENCE?

Big Idea

"What is science?"

It's a question many teachers ask students at some point during the school year (most likely, at the beginning of the school year). But, after asking it for probably the 17th year in a row, I wondered, "Is there a different way of asking the same question so that we can have a more thoughtful discussion?"

I used to do some boxing, and the "The Sweet Science" came to mind. How does it refer to boxing? How is boxing science? How is boxing sweet? And, what would students think "The Sweet Science" would refer to?

It's all about process. Science is a process. Boxers use a process to figure out how to fight overcome an opponent. Boxing is a science. But instead of just telling my students this, I wanted them to apply the term to companies of their choosing first.

Instructions

1. Show slogans of companies and have students guess which company the slogan represents. If there's time, analyze the slogans. How does the slogan relate to what the company does?
2. Tell students that they're part of an advertising company that has come up with the slogan, "The Sweet Science" for an ad campaign. Which company would they choose to champion the slogan? How does science refer to what the company does? How does sweet?
3. Have students share their responses. Connect responses to how science can be seen as a process that works for the company.
4. Finally, tell students that the term "The Sweet Science" refers to boxing. Boxing is a science.

"The Happiest Place on Earth"



...was the slogan for...

Disneyland
Park

"Just Do It"

...is the slogan for...





"What's in your wallet?"



...is the slogan for...



"Move the Way You Want"



...is the slogan for...

Uber

"The Sweet Science"



Which company would you use it for?