The Man with the Fish on His Back

with curator Diane Wendt

Podcast Link: http://amhistory.si.edu/thinkfinity/podcast/ManWithFish.mp3
Video Podcast Link: http://amhistory.si.edu/thinkfinity/podcast/ManWithFishEnhanced.m4a
Images Related to Podcast: http://amhistory.si.edu/thinkfinity/podcast/Fish.zip

Discussion Questions:
The following questions can be used for in-class discussion or short written responses from students after listening to the podcast.

- What claims were made about the advantages of taking cod liver oil?
- Can you think of any medicine or supplements of today that offer similar “better health” claims?
- What was the purpose of The Man with the Fish on His Back?
- What examples of brand marketing do you encounter on a daily basis?

Related Resources—for continued instruction or resources for your students’ research

National Museum of American History:

Thinkfinity:
- Harvesting the Ocean for Medical Science – from National Geographic Xpeditions - http://education.nationalgeographic.com/archive/xpeditions/lessons/08/g68/seasharvest.html?ar_a=1

National Standards—from the National Center for History in the Schools

- Era 6: The Development of the Industrial United States (1870-1900)
  1A: The student understands the connections among industrialization, the advent of the modern corporation, and material well-being.
- Era 7: The Emergence of Modern America (1890-1930)
  3C: The student understands how new cultural movements reflected and changed American society.

Have your students email their question, comments, and discoveries to thinkfinity@si.edu
Find this podcast and more at http://americanhistory.si.edu/podcasts
Listen to the podcast, take notes, and answer the questions.

1. What were some of the claims made about cod liver oil by the companies that produced and marketed it?

2. Can you think of any medicine or supplements of today that offer similar “better health” claims?

3. What was the purpose of The Man with the Fish on His Back?

4. What examples of brand marketing do you encounter on a daily basis?

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