

THE ECONOMIC FORCE BEHIND THE

STAR WARS **SAGA**



Presented by:
Angie Battle & Joy Hatcher

INTRODUCTIONS

Angie Battle is the Program Manager for the Georgia Council on Economic Education. She serves as a member of the Executive Committee for the National Association of Economic Educators.



INTRODUCTIONS

Dr. Joy Hatcher is the Social Studies Program Manager for the Georgia Department of Education and has served as the the President of the Council of State Social Studies Specialists. She was a National Board Certified teacher. She is also a Star Wars fan extraordinaire.





THE PLAN

- Why Star Wars?
- Economic Impact of Franchise
- Star Wars in the Classroom
- What the Research Says
- Before, During, After Teaching
- Questions?
- Contact Info

The background of the slide is a collage of Star Wars characters, including Darth Vader, Yoda, and various Jedi, rendered in a comic book style with a halftone dot pattern. A large, white, jagged starburst shape is centered on the slide, containing the main title and subtitle.

STAR WARS

Franchise as a Case Study
for Economic Analysis

WHY STAR WARS?



Star Wars, created by George Lucas, is an American epic space opera franchise that started with the 1977 film. It has grown into a global pop culture phenomenon, encompassing films, TV series, video games, novels, comic books, theme park attractions, and more, making it one of the highest-grossing franchises ever.

WHY STAR WARS?



The franchise continues to stay relevant, producing new content within its universe each year, ensuring its enduring presence in popular culture.

ECONOMIC IMPACT

"The 10 Highest Grossing Movie
Franchises of All Time
Which movie series made the
most money in North America?"

ign.com

Updated: Jan 16, 2024 7:48 pm

2. Star Wars



Total: **\$5,090,325,768**

A film franchise with a special place in the hearts of many, Star Wars is the ever-growing and expanding film universe with 11 films and a 133-episode animated series *Star Wars: The Clone Wars*. Since this number does not yet reflect the multitudes of live-action series consistently coming to Disney+, this makes the lifetime gross earnings of this franchise even more impressive. Though even if the gross earnings from the new series could be added, it still would not stand up to the franchise giant that we have next.

The Toys That Made Us: Star Wars, S1E1. Directed by Tom Stern, The Nacelle Company, 2017. Netflix, <https://www.netflix.com>

THE MOST PROFITABLE MERCHANDISING MOVIE FRANCHISE OF ALL TIME?

It certainly is the Star Wars franchise. Since its inception in 1977, Star Wars has generated billions of dollars in merchandise sales, surpassing other major franchises. The success of Star Wars merchandise can be attributed to its wide range of products, including action figures, toys, clothing, books, video games, and various collectibles.



STAR WARS: BY THE NUMBERS



STAR WARS: IMPACT ON OTHER INDUSTRIES



The Star Wars franchise has had a significant impact on various companies across different sectors. Here are some specific companies that have been enriched by their association with the Star Wars franchise.

STAR WARS: IMPACT ON OTHER INDUSTRIES

The Walt Disney Company: After acquiring Lucasfilm in 2012 for \$4 billion, Disney has significantly benefited from the Star Wars franchise through movie releases, merchandise, theme parks, and various media.



STAR WARS: IMPACT ON OTHER INDUSTRIES

Hasbro: As the primary licensee for Star Wars toys, Hasbro has seen substantial revenue from action figures, games, and other merchandise associated with the franchise.



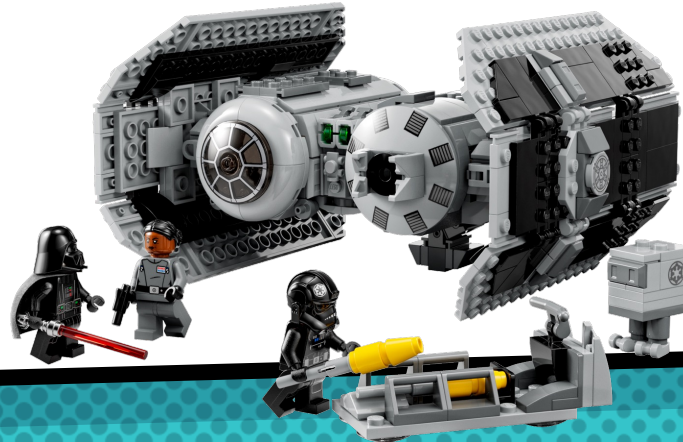
STAR WARS: IMPACT ON OTHER INDUSTRIES

Electronic Arts (EA): EA holds the exclusive rights to develop and publish Star Wars video games. Titles like "Star Wars Battlefront" and "Star Wars Jedi: Fallen Order" have been highly successful.



STAR WARS: IMPACT ON OTHER INDUSTRIES

Lego: The partnership between Lego and Star Wars has led to some of the most popular and enduring Lego sets, contributing significantly to Lego's sales.

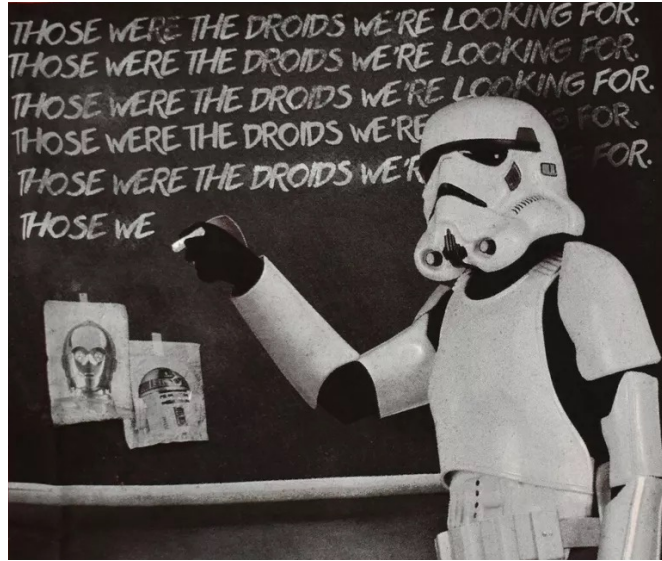


STAR WARS: IMPACT ON OTHER INDUSTRIES

Funko: Known for its collectible Pop! Vinyl figures, Funko has a wide range of Star Wars figures that have been very popular among collectors.



STAR WARS IN THE CLASSROOM

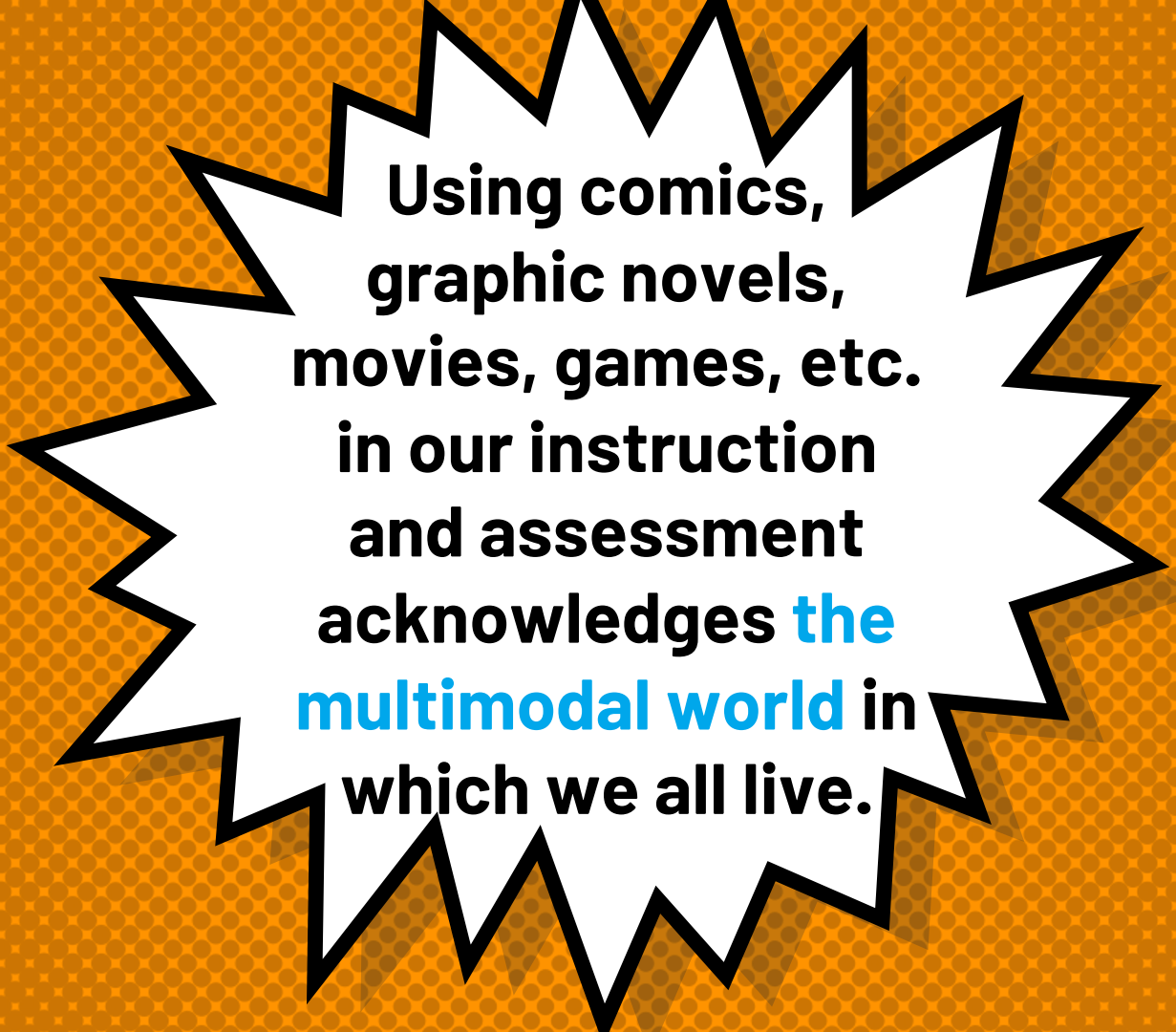


USING STAR WARS IN THE INQUIRY ARC

"What is history but story and
how dare we make it lesser."

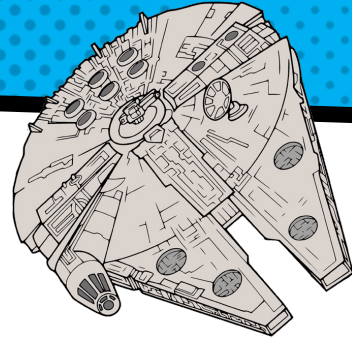
– Carmen Deedy, author





Using comics,
graphic novels,
movies, games, etc.
in our instruction
and assessment
acknowledges **the**
multimodal world in
which we all live.

WHAT THE RESEARCH SAYS



Multimodality

"In order to read the format, one must process not only the written text and illustrations, but also panel positioning and the gutters (the space between panels)."

"Much like movies, graphic novels often portray narratives marginalized or omitted from textbooks."

"More than Superheroes and Villains: Graphic Novels and Multimodal Literacy in Social Studies Education"
by Sheffield, Chisholm, and Howell, Social Education Publication by NCSS

WHAT THE RESEARCH SAYS

Bridging Literacies

"They can help with building complex reading skills"

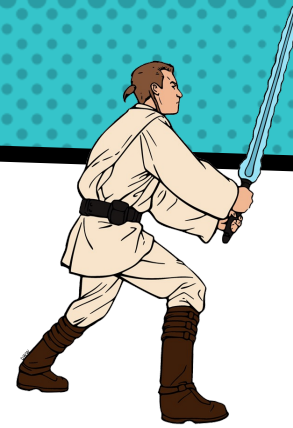
"Comics and graphic novels can be used as a "point of reference" to bridge what students already know with what they have yet to learn, Xu says. For example, comics and graphic novels can teach about making inferences, since readers must rely on pictures and just a small amount of text. By helping students transfer this skill, she says, teachers can lessen the challenge of a new book."

"Using Comics and Graphic Novels in the Classroom," The Council Chronicle NCTE



WHAT THE RESEARCH SAYS

Bridging Literacies



"For students who lack the ability to visualize as they read, it provides a graphic sense that approximates what good readers do as they read. Moreover, it provides an excellent way for reluctant writers to communicate a story that has a beginning, middle, and end."

"Many of today's comics rely heavily on allusion, satire, irony, and parody to make a point."

"Using Comics and Graphic Novels in the Classroom," The Council Chronicle NCTE



**STAR
WARS**

**Choosing Story
& Form**

A PROCESS FOR INTEGRATING POP CULTURE

1. Why choose this story & form?
What does it offer?
2. What is the connection to economic content?
3. How much of the story do I need?
4. What inquiry-based task will students be asked to DO?



SOME OF OUR FAVORITE EXAMPLES

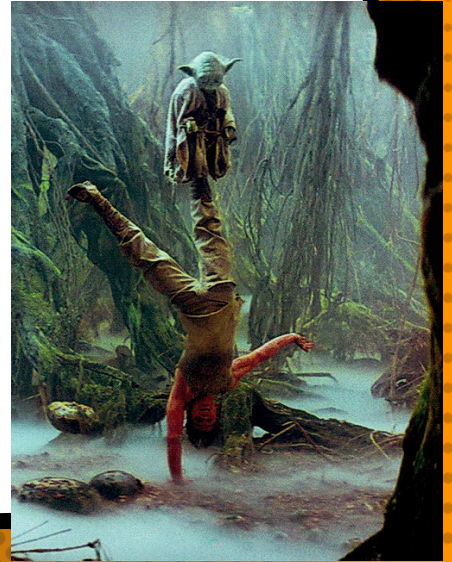


**You
Matter!**

- ✓ **Before teaching**
- ✓ **During teaching**
- ✓ **After teaching**

QUESTIONS THAT ARE ESSENTIAL

- × What role does economics play in a hero's journey?
- × How do incentives motivate individual and group choices?
- × In what ways do tariffs, blockades, and trade agreements impact the overall economy?
- × How do the policies of the government impact the economy directly or indirectly?



BEFORE TEACHING

Use a read aloud to create common understanding and support student connections to prior knowledge.

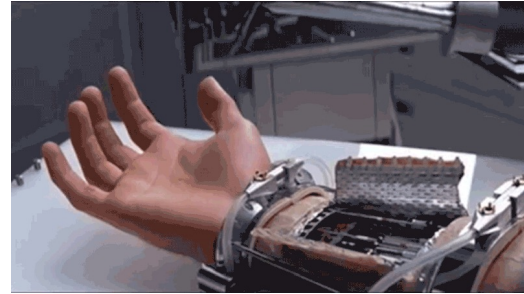
Connect the format of the story to the student product.

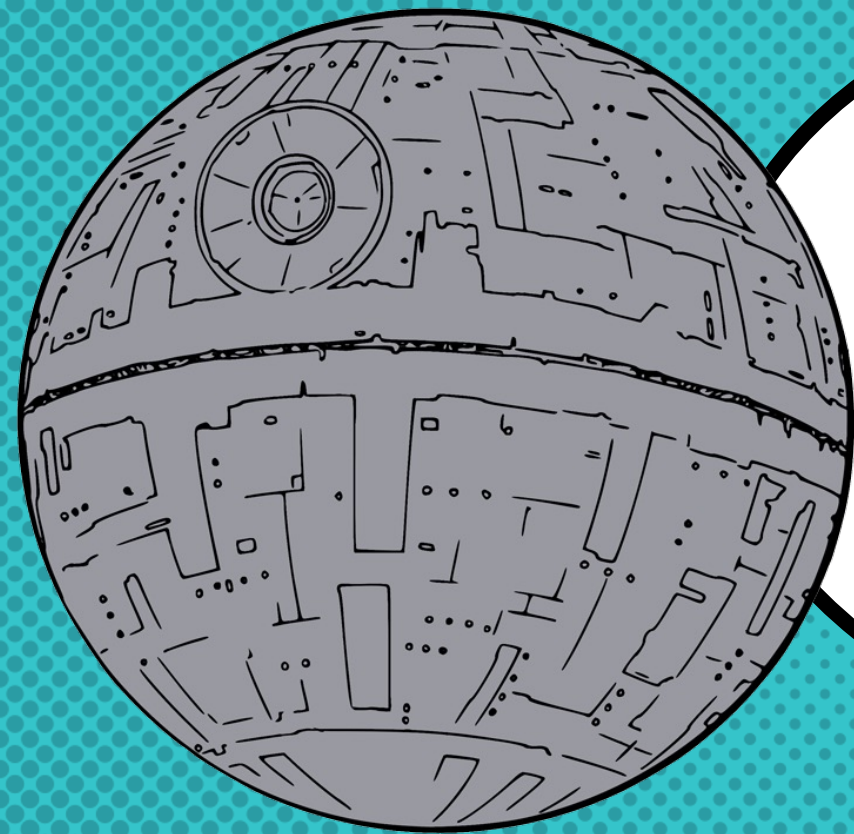


DURING TEACHING: STAR WARS AS SOURCES FOR ANALYSIS

Economics Concepts:

- × Scarcity, tradeoffs, opportunity costs
- × Productive Resources
- × Rational decisions
- × Incentives
- × Supply & Demand
- × Business Organizations
- × Market structure
- × Business cycle
- × Trade barriers/free trade
- × Investment
- × Economic growth/business cycle





ANALYZING THE SOURCE

Annotating the text focuses on specific skills used across units.

Coding the text focuses students on specific content.

Both strategies are about focusing student thought DURING reading.

ANNOTATING

What role did economics play in starting Luke's hero's journey?

After choosing the annotation symbol, students should be a brief explanation

Why they believe it is important

Explain the connection

What the word might mean

What do you wonder/want to know?

Draw what this makes you think of.



Important Detail



Connection to a thought



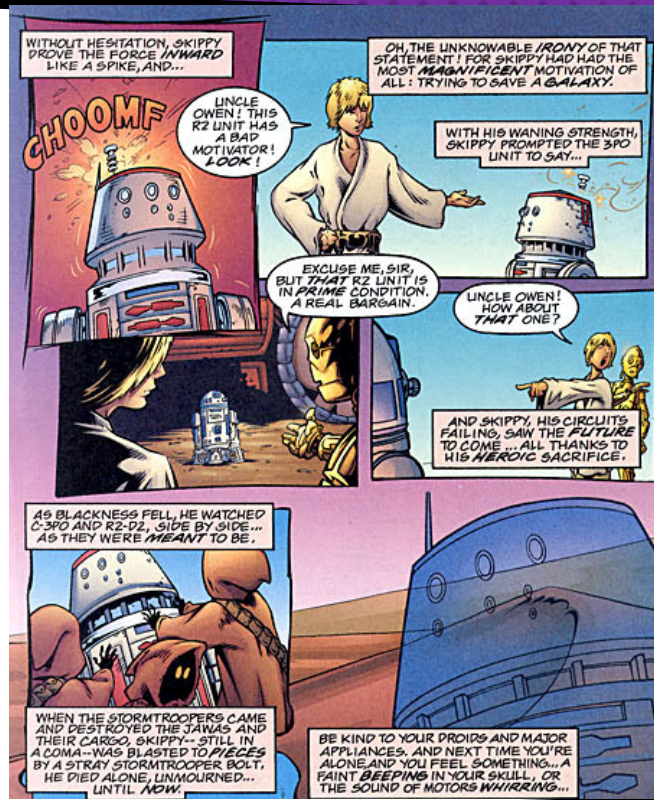
Unfamiliar Word



Brings up a Question



Connection to a Visual



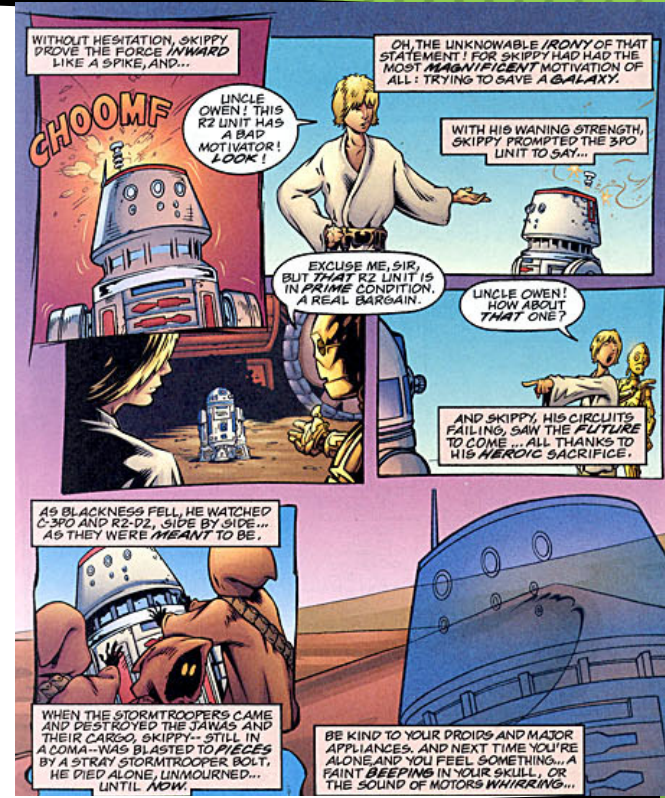
"Skippy the Jedi Droid" Star Wars Tales, Vol. 1.

CODING

Identify (circle or highlight) text or images that reflect the concepts below. Explain in the margin why you selected this code.

I = incentives

P = productive resources



"Skippy the Jedi Droid" Star Wars Tales, Vol. 1.

AFTER LEARNING

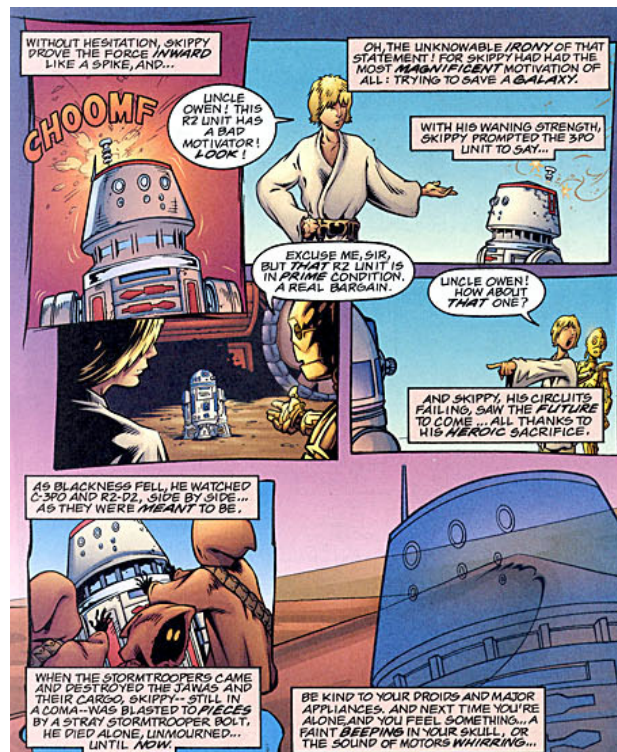
- ✕ Create a comic strip
- ✕ Write a short children's book
- ✕ Produce a 1-minute movie or music video

...that tells a story in the Star Wars Universe with embedded economics concepts



COMIC BASICS

- ✦ Panels—contain the pictures; a moment/action in the story
- ✦ Gutters—spaces that separate the panels; the space between panels where reader fills in the time between one panel and the other
- ✦ Word balloons—text that characters speak or think (callouts)
- ✦ Sound effects—text that sit outside the word balloons that represent sounds occurring in the story.



"Skippy the Jedi Droid" Star Wars Tales, Vol. 1.

OPPORTUNITIES TO PRACTICE

×Caption images together
and independently



Art by devhbe

QUESTIONS?



**MAY THE FORCE
OF ECONOMICS BE
WITH YOU!**



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