

### PRIMARY SOURCE

Come then, with all your people and give battle with all your strength, so that all this treasure shall not fall into the hands of the Turks. . . . Therefore act while there is still time lest the kingdom of the Christians shall vanish from your sight and, what is more important, the Holy Sepulchre [the tomb where Jesus was buried] shall vanish. And in your coming you will find your reward in heaven, and if you do not come, God will condemn you.

EMPEROR ALEXIUS COMNENUS, quoted in *The Dream and the Tomb* by Robert Payne

- In 1093, Byzantine emperor asks for help fighting the Turks
- Pope **Urban II** issues a call for a **Crusade**—a “holy war”

**BE SURE TO HAVE A SLOGAN ON YOUR ADVERTISEMENT**

**"A-1 makes hamburgers taste like steakburgers."**

**"I can't believe I ate the whole thing!"**

**"Don't leave home without it"**

**"The ultimate driving machine."**

**"Betcha can't eat just one."**

**L30**

**Create an advertisement to promote one of the Crusades (the 1st, 2nd, 3rd, 4th, the Children's Crusade, the Peasant's Crusade, etc.)**

**Use Propaganda, Rhetoric, Facts, or Other Opinions to Convince the common people of the time to participate in the Crusades.**

**Remember the motivations for participating and use them in your advertisement.**

**Chapter 14 Section 1 & 2**

**R30**

**Make a list of motivating factors that contributed to increasing the number of participants (Europeans) in the Crusades.**

**List the long term effects of the crusades on Europe and the Muslim Lands. (Renaissance, Early Modern History)**