

Lesson Plans for SHARON K MCKEMIE, Fowler

Week of Monday, December 15, 2014

Monday, December 15, 2014
Day 74

Tuesday, December 16, 2014
Day 75

Wednesday, December 17, 2014
Day 76

Thursday, December 18, 2014
Day 77

Friday, December 19, 2014
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Monday, December 15, 2014
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Tuesday, December 16, 2014
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Wednesday, December 17, 2014
Day 76

Thursday, December 18, 2014
Day 77

Friday, December 19, 2014
Day 78

SpringBoard ILA 7

PRE AP ILA Standards:

I can understand persuasive techniques
I can analyze a variety of media for different types of persuasive techniques

Academic Vocabulary:
persuasive, bandwagon, avant-garde, testimonials, facts and figures, transfer

Activities:

1. Vocabulary 7-10 (10 min) Understanding/Remembering

2. Daily Language Review Week 2, Monday in LAN (15 minutes) Remember/Understand/Apply

3. Unpack Embedded Assessment 2 - "Writing a Letter to the Editor" (20 min) Create/Understand
1. Turn to page 166 in Springboard.
2. As a class, read through EA2.
3. Unpack the EA2 Scoring Guide found on page 169. On a large sheet of paper, table groups will break each of the 5 categories into the most important points and paraphrase in their own words.

4. Springboard Activity 2.5 - "Persuasive Techniques" (40 min) Analyze/Understand
1. Using PPT, introduce persuasive techniques on page 112 of Springboard.
2. After each slide of the PowerPoint, ask students to put the information in their own words under the "Paraphrase" column. Next, ask students (as a table group) to try to think of ads they have seen that use this technique. They should write any of their ideas under the "Visualize" heading.
3. Show examples from commercials found on "SafeShare Links for SB 2.5 and SB 2.6". As students view the commercials, complete the table on page 114 by identifying the source of the ad, the product being shown, and evidence to prove which technique is being used.
4. Individually, students will answer -- Which advertisement was the most persuasive? Why? Would you buy this

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Activities:

1. Vocabulary 7-10 (10 min) Understanding/Remembering

2. Daily Language Review Week 2, Tuesday in LAN (15 minutes) Remember/Understand/Apply

3. Springboard Activity 2.6 - "Advertising Claims" (40 min) Analyze/Understand
a. Using PPT, introduce advertising claims on page 114 of Springboard.
b. After each slide of the PowerPoint, ask students to put the information in their own words under the "Paraphrase" column. Next, ask students (as a table group) to try to think of ads they have seen that use this technique. They should write any of their ideas under the "Example" heading.
c. Show examples from commercials found on "SafeShare Links for SB 2.5 and SB 2.6". As students view the commercials, complete the table on page 116 by recording each example of a claim they see in the commercial.
d. Individually, students will answer -- Which advertisement do you think gives the most outrageous claim? Would you buy this product? Why or why not?

4. Springboard Activity 2.7 - "Audience in Advertising" (20 min) Remember/Understand
a. As a group, students will list every word or phrase they associate with the word "target"
b. Define Target Audience - a specific

PRE AP ILA Standards:

I can understand persuasive techniques
I can analyze a variety of media for different types of persuasive techniques
I can write a script for an advertisement aimed at a particular audience

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Activities:

1. Vocabulary 7-10 (10 min) Understanding/Remembering

2. Daily Language Review Week 2, Wednesday in LAN (15 minutes) Remember/Understand/Apply

3. Springboard Activity 2.7 - "Audience in Advertising" (20 min) Remember/Understand
a. As a group, students will list every word or phrase they associate with the word "target"
b. Define Target Audience - a specific group of people a product or message is aimed at.
c. As a table, students will complete the chart by listing 3 distinctly different T.V. shows and the intended target audience.
d. View PowerPoint comparing different ads and identifying the intended target audience.

4. AdQuest (30 min) - Analyze/Evaluate
Students will explore the 7th grade hallways viewing different ads. As they go, they will complete the "AdQuest Data Sheet" by identifying the techniques, claims, and target audience in each class. Students will return to class to check their answers.

5. Creating a Commercial Assignment (10 min) - Create/Apply/Understand

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Activities:

1. Advertising Techniques and Claims Quiz (15 min) Understanding/Remembering

2. Daily Language Review Week 2, Thursday in LAN (15 minutes) Remember/Understand/Apply

3. Creating a Commercial Assignment (60 min) - Create/Apply/Understand
Students will spend the day practicing and preparing for their commercials tomorrow. They must have a written script in which all students have a speaking part and props to assist in their commercial. Remind students that commercials should only be 1 - 2 minutes long. The commercial must include at least one persuasive technique and one claim.

HW:
Vocab. Quiz 7.10 Friday
Bring Materials for Commercials

Assessment:

Creating a Commercial Activity (summative)

Materials Needed:
Springboard
Commercial Planning Sheets

PRE AP ILA Standards:

I can analyze a variety of media for different types of persuasive techniques
I can present a commercial using persuasive techniques

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Activities:

** Activity Schedule for Student/Teacher Basketball Game

1. Vocabulary Quiz 7-10 (15 min) Understanding/Remembering

2. Daily Language Review Week 2, Friday in LAN (15 minutes) Remember/Understand/Apply -- Reschedule this activity for afternoon classes because of the activity schedule

3. Present Commercials to the Class (60 min) - Create/Apply/Understand

Groups will present their commercials to the class. While groups are presenting, the other students will complete the commercials analysis form.

HW:
N/A

Assessment:

Vocabulary Quiz 7-10 (summative)
Creating a Commercial Activity (summative)
Commercial Analysis Form (summative)

Materials Needed:
Commercial Analysis Form

Monday, December 15, 2014

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product based on the advertisement? Why or why not?

** Evans - Safe School Survey

HW:

Vocab. Quiz 7.10 Friday

Techniques and Claims Quiz Thursday

Assessment:

Unpacking EA2

Materials Needed:

Large white paper

Springboard

Tuesday, December 16, 2014

Day 75

group of people a product or message is aimed at.

c. As a table, students will complete the chart by listing 3 distinctly different T.V. shows and the intended target audience.

d. View PowerPoint comparing different ads and identifying the intended target audience.

** Johnson's class will complete the AdQuest activity (found on Wednesday) in the hallways during the 2nd half of her classes

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Vocab. Quiz 7.10 Friday

Techniques and Claims Quiz Thursday

Assessment:

AdQuest (summative)

Materials Needed:

Springboard

AdQuest

Wednesday, December 17, 2014

Day 76

a. Assign students to groups and either assign or draw each group's product and target audience. Spend the remainder of class planning for the commercials, which are going to be presented on Friday. Students must have a written script and props in their commercial.

HW:

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Assessment:

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Materials Needed:

Springboard

AdQuest

Thursday, December 18, 2014

Day 77

Friday, December 19, 2014

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Monday, December 15, 2014

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Tuesday, December 16, 2014

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English Language Arts and Reading,
Grade 7

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HW:
N/A

Assessment:
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Creating a Commercial Activity (summative)
Commercial Analysis Form (summative)

Materials Needed:
Commercial Analysis Form

Monday, December 15, 2014

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Techniques and Claims Quiz Thursday

Assessment:

Unpacking EA2

Materials Needed:

Large white paper

Springboard

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Day 75

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b. Define Target Audience - a specific group of people a product or message is aimed at.

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Day 77

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