

100% Every Student Every Day!

Rogene Worley Middle School | Weekly Lesson Plan | 2016-2017

Professional Communications | Grade Level 8th | Six Weeks 4th | Week 5 | 1/30/17 | 2/3/17

	Monday		Tuesday		Wednesday	
		10B(xi), 2F(vi 11 xi, I, iii)		2 (A-H)		2 (A-H)
Lesson Objective	“We will discuss logical, emotional and ethical communication appeals, and contribute to group work.”		“We will take notes on Maslow’s Hierarchy of Needs and work in groups to create a commercial.”		“We will explore and participate in philosophical chairs and have a discussion.”	
I will statement (Demonstration of Learning)	“I will find a logical, emotional and ethical appeal in magazines and contribute the definition and an explanation of each with my group through creating a visual that represents each appeal.”		“I will take notes on Maslow’s Hierarchy of Needs and work in groups to create a commercial.”		“I will participate in philosophical chairs.”	
Instructional Agenda	<ol style="list-style-type: none"> 1. Quick Write: how can logical appeal have you used that has helped you in a real life situation? 2. Review logical, emotional, ethical appeals 3. Discussion starter-logical, emotional, ethical appeals. 4. Logical, Emotional, ethical group project. Magazine ads. 5. Create a visual with a group showing your understanding of each of the appeals. 		<ol style="list-style-type: none"> 1. Quick Write: What commercial or product is one that you remember and why? 2. Notes: Maslow’s Hierarchy of Needs 3. Commercial examples 4. Copyrights/fair use Power point/notes 5. Group commercial project Using Maslow’s Hierarchy of Needs with logical, emotional and ethical appeals 		<ol style="list-style-type: none"> 1. Writing Prompt: Social media does more harm than good for middle school students. 2. Philosophical Chairs rules 3. Philosophical Chairs 	
Seed Question					How does participating in Philosophical Chairs help you gain insight on other’s beliefs?	

AVID Strategy	SLANT	AVID	WICOR-Organization
Kagan Structure			
	Thursday	Friday	Notes
	2 (A-H)	2 (A-H)	
Lesson Objective	"We will work in groups to create a commercial."	"We will present commercials."	
I will statement (Demonstration of Learning)	"I will work in a group to create a commercial."	"I will present my part of the commercial with my group."	
Instructional Agenda	<ol style="list-style-type: none"> Quick Write: How has working with your group helped you learn about team work? Group Work Commercials 	<ol style="list-style-type: none"> Commercial Presentations Love They Neighbor 	
Seed Question	How has working with your group helped you learn about team work?	How has working with your group helped you learn about team work?	
AVID Strategy	AVID	AVID	
Kagan Structure			

