

100% Every Student Every Day!

Rogene Worley Middle School | Weekly Lesson Plan | 2017-2018

Professional Communications | Grade Level 8th | Six Weeks 1st | Week 5 | 9/11/17 | 9/15/17

	Monday		Tuesday		Wednesday	
		3,10 C(vi)		10B(xi), 2F(vi 11 xi, I, iii)_		10B(xi), 2F(vi 11 xi, I, iii)_
Lesson Objective (We will learn) Anticipatory Set	"We will take notes using vocabulary in Ch. 1 section 2, text note taking." "I will create notes from the text using Ch. 1 vocabulary."		"We will learn about logical, emotional and ethical appeals"		"We will learn about Maslow's Hierachy of Needs"	
I will statement Independent Practice	"I will create notes from the text using Ch. 1 vocabulary."		"I will join a group to apply logical, emotional and ethical appeals."		"I will help create a commercial with a goup using Maslow's Hierarchy of needs through the use of logical and emotional appeals."	
Instructional Agenda Modeling Guided Practice Independent Practice	1. Present symbols 2. Vocab pg. 23 3. Read In an Instant pg. 7 with a partner and do a reflection writing to be presented. 4. Nonverbal and verbal social responsibility 5. Positive and negative communication activity with a partner. Brainstorm where positive and negative communication takes place and create a scenario to be delivered/acted out to the class.		1. Caring about your audience 2. Logical, emotional, ethical appeals Review 3. Group project-logical, emotional and ethical appeals 4. Maslow's Hierarchy of Needs Introduction		1. Maslow's Hierarchy of Needs Review 2. Group Work Commercials, (logical, emotional, ethical appeals) 3. Coke a Cola "Brotherly Love" Example 4. Begin commercial project.	

	<p>6. Discussion/list of interpersonal and Intrapersonal communication with a partner and group.</p> <p>7. Ch. 1 section 2 review Thinking Critically.</p> <p>8. Taking Charge</p>		
Seed Question	Why are symbols important?	Think of a logical appeal you have given your parents in order to be able to do or buy something and explain, did it work?	How can logical, emotional and ethical appeals change our opinion or help form an idea?
AVID Strategy	Writing	Collaboration	Inquiry
Kagan /lead4ward Strategy	Apply	Apply	Apply
	Thursday	Friday	Notes

	10B(xi), 2F(vi 11 xi, I, iii)	10B(xi), 2F(vi 11 xi, I, iii)	
Lesson Objective (We will learn) Anticipatory Set	“We will continue working in groups on our Maslow’s Hierarchy project.”	“We will present our group appeals project.”	
I will statement Independent Practice	“I will contribute one example of a commercial using Maslow’s Hierarchy of Needs, logical, emotional and ethical appeals to my group project.”	“I will present my part of the group appeal project.”	
Instructional Agenda Modeling Guided Practice Independent Practice	<ol style="list-style-type: none"> Continue on group project One commercial per person 	<ol style="list-style-type: none"> Quick Write: How did you use logical appeals in your group work to persuade your group to use one of your magazine ads? Present group project. 	
Seed Question	Why do you think people react to emotional appeals?	How can using logical appeals help you in the future?	

AVID Strategy	Collaboration	Collaboration	
Kagan / lead4ward Strategy	3-2-1	3-2-1	