



Modern Communication Unit 1

Unit Focus

The unit primarily instructs students on how to write, format, and present introductions and conclusions of speeches using PowerPoint. The students will then learn strategies for delivering presentations. They will also use taught listening skills to analyze speech models in order to hone their own personal speaking skills. The unit will culminate with a presentation demonstrating the students' abilities to convey their message effectively.

STAGE 1: DESIRED RESULTS – KEY UNDERSTANDINGS

ESTABLISHED GOALS	TRANSFER		
<p>Performance Standards <i>Cooperative Work Education : 12</i> <i>CWE-CA Career Acquisition</i></p> <ul style="list-style-type: none"> • CWE-CA-2 Demonstrate effective oral and written communication skills necessary for employment; <p><i>CWE-CR Career Retention</i></p> <ul style="list-style-type: none"> • CWE-CR-2 Describe how productivity, work ethic and quality affect job stability; <p>Common Core Standards <i>English Language Arts : 12</i> <i>919579 Writing</i></p> <ul style="list-style-type: none"> • CCSS.ELA-LITERACY.W.11-12.4 Produce clear and coherent writing in which the development, organization, and style are appropriate to task, purpose, and audience. (Grade-specific expectations for writing types are defined in standards 1-3.) • CCSS.ELA-LITERACY.W.11-12.6 Use technology, including the Internet, to produce, publish, and update individual or shared writing products in response to ongoing feedback, including new arguments or information. <p><i>919590 Speaking & Listening</i></p> <ul style="list-style-type: none"> • CCSS.ELA-LITERACY.SL.11-12.3 Evaluate a speaker's point of view, reasoning, and use of evidence and rhetoric, assessing the stance, premises, links among ideas, word 	<p>T1 Communicate effectively based on purpose, task, and audience using appropriate vocabulary.</p> <p>T2 Present information and ideas using appropriate grammar, spelling and vocabulary to convey the message.</p>		
	MEANING		
	UNDERSTANDINGS	ESSENTIAL QUESTIONS	
	<p>U1 Effective communication involves speaking and listening skills</p> <p>U2 One must consider audience and purpose when constructing a message and planning presentation style.</p> <p>U3 People will judge you based on your ability to write in a proper format and communicate effectively.</p> <p>U4 One must attentively listen in order to gain knowledge and effectively communicate.</p>	<p>Q1 What is the purpose of the communication? Given that, what is the most appropriate method of communications?</p> <p>Q2 How does my audience influence how I communicate?</p> <p>Q3 How can being an active listener enhance my ability to communicate with others?</p>	
	ACQUISITION OF KNOWLEDGE AND SKILL		
	KNOWLEDGE	SKILLS	
<p>K1 How to use PowerPoint as an effective means of communicating ideas, focusing on introductions and conclusions.</p> <p>K2 That eye contact, voice, body language, preparation, pacing, and</p>	<p>S1 Being an active listener</p> <p>S2 Speaking in front of an audience (including eye contact, voice, body language, preparation, pacing, and confidence)</p>		

STAGE 1: DESIRED RESULTS – KEY UNDERSTANDINGS

<p>choice, points of emphasis, and tone used.</p> <p>Student Growth and Development 21st Century Capacities Matrix <i>Collaboration/Communication</i></p> <ul style="list-style-type: none"> • Product Creation: Students will be able to effectively use a medium to communicate important information (findings, ideas, feelings, issues, etc.) for a given purpose. • Presentation: Students will be able to relay information and ideas to an authentic audience (other than the teacher) to promote collective understanding. 	<p>confidence are all parts of an effective presentation</p> <p>K3 There are various techniques used to gain audience attention: attention getters, using a quotation, telling story, posing a question, saying something startling, using humor, referring to the occasion, creating a common ground.</p> <p>K4 Five elements of communication: situation, sender, receiver, message, purpose</p>	<p>S3 Creating introductions and conclusions for public speaking/communicating</p> <p>S4 Analyzing speeches and others' presentations as well as making connections to their own.</p>
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