



## Modern Communication Unit 2

| Unit Focus                                                                                                                                                                                                                                                                                                                                                                                                                                                           |
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| In this unit students will investigate themselves - their strengths, interests, learning styles and personality types - using Naviance and other online tools in order to find occupations to explore for future career paths. They will learn conversation skills for attaining business contacts and create a plan of action in order to follow a certain career path. Finally, students will write a business letter, resume, cover letter, and thank you letter. |

| STAGE 1: DESIRED RESULTS – KEY UNDERSTANDINGS                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                                                                                                                                                                                                                                                                                                                                               |                                                                                                                                                                                                     |
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| ESTABLISHED GOALS                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 | TRANSFER                                                                                                                                                                                                                                                                                                                                      |                                                                                                                                                                                                     |
| <p><b>Performance Standards</b><br/> <i>Cooperative Work Education : 12</i><br/> <i>CWE-CR Career Readiness</i></p> <ul style="list-style-type: none"> <li>• CWE-CR-2 Evaluate/research occupational interests;</li> <li>• CWE-CR-4 Assess personal strengths, talents, values and interests to appropriate jobs and careers to maximize career potential;</li> <li>• CWE-CR-5 Use a variety of research tools (e.g., computer-assisted programs, newspapers, books, industry tours, job shadows, career fairs and the Internet) in the career exploration process;</li> </ul> <p><b>Common Core Standards</b><br/> <i>English Language Arts : 12</i><br/> <i>919568 Reading: Informational Text</i></p> <ul style="list-style-type: none"> <li>• CCSS.ELA-LITERACY.RI.11-12.2 Determine two or more central ideas of a text and analyze their development over the course of the text, including how they interact and build on one another to provide a complex analysis; provide an objective summary of the text.<br/> <i>919579 Writing</i></li> <li>• 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.<br/> <i>919590 Speaking &amp; Listening</i></li> <li>• CCSS.ELA-LITERACY.SL.11-12.1 Initiate and participate effectively in a range of collaborative discussions (one-on-one, in groups, and teacher-led) with diverse partners on grades 11-12 topics, texts, and issues, building on others' ideas and expressing their own clearly and persuasively.</li> </ul> | <p>T1 Research and present information to expand knowledge and understanding of a topic.</p> <p>T2 Communicate effectively based on purpose, task, and audience using appropriate vocabulary.</p> <p>T3 Develop a product/solution that adheres to key parameters (e.g., cost, timeline, restrictions, available resources and audience).</p> |                                                                                                                                                                                                     |
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|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | U1 Employers look at how you present yourself as well as your qualifications                                                                                                                                                                                                                                                                  | Q1 How do I use different materials/information to help me make career decisions?                                                                                                                   |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | U2 Knowledge of yourself will impact later success.                                                                                                                                                                                                                                                                                           | Q2 How do I define success?                                                                                                                                                                         |
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| ACQUISITION OF KNOWLEDGE AND SKILL                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |                                                                                                                                                                                                                                                                                                                                               |                                                                                                                                                                                                     |
| KNOWLEDGE                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | SKILLS                                                                                                                                                                                                                                                                                                                                        |                                                                                                                                                                                                     |
| K1 The two types of success: personal and professional.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           | S1 Actively listening in order to carry on appropriate conversations                                                                                                                                                                                                                                                                          |                                                                                                                                                                                                     |
| K2 Strategies to make conversation using active listening skills: prepare yourself mentally (removal of distractions,                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | S2 Using the internet to self-assess based on interests and                                                                                                                                                                                                                                                                                   |                                                                                                                                                                                                     |

**STAGE 1: DESIRED RESULTS – KEY UNDERSTANDINGS**

- CCSS.ELA-LITERACY.SL.11-12.2 Integrate multiple sources of information presented in diverse formats and media (e.g., visually, quantitatively, orally) in order to make informed decisions and solve problems, evaluating the credibility and accuracy of each source and noting any discrepancies among the data.  
*919597 Language*
- CCSS.ELA-LITERACY.L.11-12.1 Demonstrate command of the conventions of standard English grammar and usage when writing or speaking.
- CCSS.ELA-LITERACY.L.11-12.2 Demonstrate command of the conventions of standard English capitalization, punctuation, and spelling when writing.
- CCSS.ELA-LITERACY.L.11-12.6 Acquire and use accurately general academic and domain-specific words and phrases, sufficient for reading, writing, speaking, and listening at the college and career readiness level; demonstrate independence in gathering vocabulary knowledge when considering a word or phrase important to comprehension or expression.

**Student Growth and Development 21st Century Capacities Matrix**  
*Critical Thinking*

- **Synthesizing:** Students will be able to thoughtfully combine information/data/evidence, concepts, texts, and disciplines to draw conclusions, create solutions, and/or verify generalizations for a given purpose.  
*Collaboration/Communication*
- **Product Creation:** Students will be able to effectively use a medium to communicate important information (findings, ideas, feelings, issues, etc.) for a given purpose.  
*Self-Direction*
- **Decision Making:** Students will be able to propose ethical, responsible decisions based on data/evidence and context.

consciously make a choice to listen), pay attention (listen to sounds around you, practice empathy), don't interrupt.  
  
K3 How to write and format business letters, resumes, cover letters, and thank you letters.

career compatibility  
  
S3 Writing a proper business letter, resume, and thank you in regards to format and content  
  
S4 Gaining self-knowledge in order to choose the best career path