Course Description: Students will demonstrate an understanding and application of the techniques used in formal public speaking including listening skills, speech preparation and research methods. Activities involve preparing speeches to inform, entertain and persuade as well as panel discussions and oral interpretation of literature. This course is designed for college-bound seniors or students with strong communication skills.
**Scope and Sequence:**

<table>
<thead>
<tr>
<th>Timeframe</th>
<th>Unit</th>
<th>Instructional Topics</th>
</tr>
</thead>
</table>
| 3 Weeks     | Introduction to Speech    | Topic 1: Climate in Class  
Topic 2: Background  
Topic 3: Elements  
Topic 4: Structure  
Topic 5: Nonverbal |
| 2 Weeks     | Research                  | Topic 1: Foundations  
Topic 2: Types  
Topic 3: Documentation |
| 4 Weeks     | Informative               | Topic 1: Types  
Topic 2: Organizational Methods  
Topic 3: Demonstration |
| 4 Weeks     | Persuasive                | Topic 1: Types  
Topic 2: Thinking Methods  
Topic 3: Qualities  
Topic 4: Theories  
Topic 5: Line of Reasoning |
| 3 Weeks     | Group Communication       | Topic 1: Types of Leadership  
Topic 2: Functions of Leadership  
Topic 3: Argumentation  
Topic 4: Analysis |
| 2 Weeks     | Entertain and Special Occasion | Topic 1: Types  
Topic 2: Purpose |
Unit 1: Introduction to Speech

Subject: Speech
Grade: 12
Name of Unit: Introduction to Speech
Length of Unit: 3 Weeks
Overview of Unit: Students of Speech will gain a basic background knowledge of Public Speaking. They will begin to understand the different types of speeches and their purposes. Students will learn more about the communication process and begin to understand how we incorporate various nonverbal skills into our speeches. Students will also understand the steps of putting together a speech from start to performance.

Priority Standards for unit:
● 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. CCSS.ELA-SPEAKING&LISTENING.11-12.1
  ○ Come to discussions prepared, having read and researched material under study; explicitly draw on that preparation by referring to evidence from texts and other research on the topic or issue to stimulate a thoughtful, well-reasoned exchange of ideas.
  ○ Work with peers to promote civil, democratic discussions and decision-making, set clear goals and deadlines, and establish individual roles as needed.
  ○ Propel conversations by posing and responding to questions that probe reasoning and evidence; ensure a hearing for a full range of positions on a topic or issue; clarify, verify, or challenge ideas and conclusions; and promote divergent and creative perspectives.
  ○ Respond thoughtfully to diverse perspectives; synthesize comments, claims, and evidence made on all sides of an issue; resolve contradictions when possible; and determine what additional information or research is required to deepen the investigation or complete the task.
● Present information, findings, and supporting evidence, conveying a clear and distinct perspective, such that listeners can follow the line of reasoning, alternative or opposing perspectives are addressed, and the organization, development, substance, and style are appropriate to purpose, audience, and a range of formal and informal tasks. CCSS.ELA-SPEAKING&LISTENING.11-12.4

Supporting Standards for unit:
● 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. CCSS.ELA-LANGUAGE.11-12.6
● Students demonstrate creative thinking, construct knowledge, and develop innovative products and processes using technology (ISTE 1 - Creativity and Innovation).
  ○ Create original works as a means of personal or group expression.
● Apply knowledge of language to understand how language functions in different contexts, to make effective choices for meaning or style, and to comprehend more fully when reading or listening. CCSS.ELA-LANGUAGE.11-12.3
  ○ Vary syntax for effect, consulting references (e.g., Tufte’s *Artful Sentences*) for guidance as needed; apply an understanding of syntax to the study of complex texts when reading.

● Demonstrate understanding of figurative language, word relationships, and nuances in word meanings. CCSS.ELA-LANGUAGE.11-12.5
  ○ Interpret figures of speech (e.g., hyperbole, paradox) in context and analyze their role in the text.
  ○ Analyze nuances in the meaning of words with similar denotations.

● Students use digital media and environments to communicate and work collaboratively, including at a distance, to support individual learning and contribute to the learning of others (ISTE 2 - Communication and Collaboration).
  ○ Interact, collaborate, and publish with peers, experts, or others employing a variety of digital environments and media.
  ○ Communicate information and ideas effectively to multiple audiences using a variety of media and formats.
  ○ Develop cultural understanding and global awareness by engaging with learners of other cultures.
  ○ Contribute to project teams to produce original works or solve problems.

● Students apply digital tools to gather, evaluate, and use information (ISTE 3 - Research and Information Fluency).
  ○ Locate, organize, analyze, evaluate, synthesize, and ethically use information from a variety of sources and media.
  ○ Evaluate and select information sources and digital tools based on the appropriateness to specific tasks.
  ○ Process data and report results.
<table>
<thead>
<tr>
<th>Unwrapped Concepts (Students need to know)</th>
<th>Unwrapped Skills (Students need to be able to do)</th>
<th>Bloom’s Taxonomy Levels</th>
<th>Webb's DOK</th>
</tr>
</thead>
<tbody>
<tr>
<td>a range of collaborative discussions</td>
<td>Initiate</td>
<td>Apply</td>
<td>2</td>
</tr>
<tr>
<td>in a range of collaborative discussions</td>
<td>Participate</td>
<td>Apply</td>
<td>3</td>
</tr>
<tr>
<td>to discuss read and researched material under study</td>
<td>Prepare</td>
<td>Create</td>
<td>2</td>
</tr>
<tr>
<td>with peers to promote civil, democratic discussions and decision-making,</td>
<td>Work</td>
<td>Evaluate</td>
<td>3</td>
</tr>
<tr>
<td>clear goals and deadlines, and establish individual roles as needed</td>
<td>Set</td>
<td>Apply</td>
<td>1</td>
</tr>
<tr>
<td>questions that probe reasoning and evidence</td>
<td>Pose</td>
<td>Create</td>
<td>1</td>
</tr>
<tr>
<td>to questions that probe reasoning and evidence</td>
<td>Respond</td>
<td>Understand</td>
<td>2</td>
</tr>
<tr>
<td>to diverse perspectives</td>
<td>Respond</td>
<td>Evaluate</td>
<td>4</td>
</tr>
<tr>
<td>comments, claims, and evidence made on all sides of an issue contradictions</td>
<td>Synthesize</td>
<td>Analyze</td>
<td>4</td>
</tr>
<tr>
<td>additional information or research is required to deepen the investigation or complete the task</td>
<td>Resolve</td>
<td>Understand</td>
<td>3</td>
</tr>
<tr>
<td>information, findings, and supporting evidence, and the</td>
<td>Determine</td>
<td>Evaluate</td>
<td>2</td>
</tr>
<tr>
<td></td>
<td>Present</td>
<td>Create</td>
<td>3</td>
</tr>
</tbody>
</table>
Essential Questions:
1. Why take public speaking?
2. How do you overcome fear of public speaking?
3. How do you determine the type of speech to use?

Enduring Understanding/Big Ideas:
1. Students will identify the importance of life skills in public speaking that can give them a comparative advantage throughout life.
2. Through preparation and practice, students will effectively present information in a variety of ways. Students will be able to reflect on their strengths and weaknesses and how they will improve.
3. Students will understand that there are a variety of presentation methods and will be able understand the purpose of the speech and choose the appropriate method

Unit Vocabulary:

<table>
<thead>
<tr>
<th>Academic Cross-Curricular Words</th>
<th>Content/Domain Specific</th>
</tr>
</thead>
<tbody>
<tr>
<td>● Body</td>
<td>● Audience</td>
</tr>
<tr>
<td>● Ceremonial</td>
<td>● Ethos</td>
</tr>
<tr>
<td>● Conclusion</td>
<td>● Logos</td>
</tr>
<tr>
<td>● Impromptu</td>
<td>● Pathos</td>
</tr>
<tr>
<td>● Informative</td>
<td>● Style</td>
</tr>
<tr>
<td>● Introduction</td>
<td></td>
</tr>
<tr>
<td>● Nonverbal</td>
<td></td>
</tr>
<tr>
<td>● Persuasive</td>
<td></td>
</tr>
</tbody>
</table>

Engaging Experience 1
Title: Show and Tell
Suggested Length of Time: 1 Day
Standards Addressed

Priority:
- Present information, findings, and supporting evidence, conveying a clear and distinct perspective, such that listeners can follow the line of reasoning, alternative or opposing perspectives are addressed, and the organization, development, substance, and style are appropriate to purpose, audience, and a range of formal and informal tasks. CCSS.ELA-SPEAKING&LISTENING.11-12.4

Supporting:
Detailed Description/Instructions: Students will bring two to three items from home that have some sort of value to them. Some items may have monetary value and some may have sentimental value. Students will get up in front of the class to present the information and begin the process of speaking in front of others. This should not be a formal type of speech but rather a conversation had among classmates.

Bloom’s Levels: Create
Webb’s DOK: 3
Rubric: Check for understanding

Engaging Experience 2
Title: Introduce classmate
Suggested Length of Time: 1 Day
Standards Addressed

Priority:
- 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. CCSS.ELA-SPEAKING&LISTENING.11-12.1

Supporting:
Detailed Description/Instructions: Students are randomly paired and must interview one another to create a 1-2 minute speech of introduction that they will present in class.

Bloom’s Levels: Create
Webb’s DOK: 2
Rubric: Check for understanding
**Engaging Experience 3**

**Title:** Either/Or - Introduce each other  
**Suggested Length of Time:** 2 Days  
**Standards Addressed**

**Priority:**
- Present information, findings, and supporting evidence, conveying a clear and distinct perspective, such that listeners can follow the line of reasoning, alternative or opposing perspectives are addressed, and the organization, development, substance, and style are appropriate to purpose, audience, and a range of formal and informal tasks. CCSS.ELA-SPEAKING&LISTENING.11-12.4

**Supporting:**
- Students apply digital tools to gather, evaluate, and use information (ISTE 3 - Research and Information Fluency).
  - Locate, organize, analyze, evaluate, synthesize, and ethically use information from a variety of sources and media.
  - Evaluate and select information sources and digital tools based on the appropriateness to specific tasks.
  - Process data and report results.

**Detailed Description/Instructions:** The teacher will present a series of options for the students and they will list these options on a sheet of paper. Do you like Coke or Pepsi? Students write down Pepsi, etc. After a number of options the students will take their sheet and partner up with another student in the class, preferably someone they have never met before. Students will use the sheet and answers on the sheet to begin conversations about each other. Students will get to know each other and create an introductory speech to present in front of the large group. Teacher may also have the students incorporate a multi-media resource to better present the individual they worked with.

**Bloom’s Levels:** Create

**Webb’s DOK:** 3

**Rubric:** Check for understanding

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**Engaging Experience 4**

**Title:** Fear of public Speaking  
**Suggested Length of Time:** 2 Days  
**Standards Addressed**

**Priority:**
- 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. CCSS.ELA-SPEAKING&LISTENING.11-12.1
- Present information, findings, and supporting evidence, conveying a clear and distinct perspective, such that listeners can follow the line of reasoning, alternative or opposing perspectives are addressed, and the organization, development, substance, and style are appropriate to purpose, audience, and a range of formal and informal tasks. CCSS.ELA-SPEAKING&LISTENING.11-12.4

**Supporting:**
• 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. CCSS.ELA-LANGUAGE.11-12.6

• Students use digital media and environments to communicate and work collaboratively, including at a distance, to support individual learning and contribute to the learning of others (ISTE 2 - Communication and Collaboration).
  ○ Interact, collaborate, and publish with peers, experts, or others employing a variety of digital environments and media.
  ○ Communicate information and ideas effectively to multiple audiences using a variety of media and formats.
  ○ Develop cultural understanding and global awareness by engaging with learners of other cultures.
  ○ Contribute to project teams to produce original works or solve problems.

**Detailed Description/Instructions:** Students work in group of 3 -4 to research strategies to address fear of public speaking. After students have created an exhaustive list of strategies to address fear in public speaking, they work together to create a “Public Service” type of brochure and/or poster that is posted in the room throughout the semester.

**Bloom’s Levels:** Apply, Create

**Webb’s DOK:** 2, 3

**Rubric:** Check for understanding
Topic 2: Background

**Engaging Experience 1**

**Title:** History of Speech  
**Suggested Length of Time:** 2 Days  
**Standards Addressed**

**Priority:**
- Present information, findings, and supporting evidence, conveying a clear and distinct perspective, such that listeners can follow the line of reasoning, alternative or opposing perspectives are addressed, and the organization, development, substance, and style are appropriate to purpose, audience, and a range of formal and informal tasks. CCSS.ELA-SPEAKING&LISTENING.11-12.4

**Supporting:**
- 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. CCSS.ELA-LANGUAGE.11-12.6
- Students apply digital tools to gather, evaluate, and use information (ISTE 3 - Research and Information Fluency).
  - Locate, organize, analyze, evaluate, synthesize, and ethically use information from a variety of sources and media.
  - Evaluate and select information sources and digital tools based on the appropriateness to specific tasks.
  - Process data and report results.

**Detailed Description/Instructions:** The teacher will provide notes going over the background of public speaking. Terms that are associated with public speaking. Students will go home and find a YouTube video of some historical public speaking event. They will watch the video and give a written synopsis of the speech. Students should focus on speaker’s purpose (inform, persuade, etc.), setting, and what was the motivation or reasoning for the speech. Did the speaker accomplish his/her purpose? Students will post the link for the video to the LMS discussion board where they will also post their synopsis.

**Bloom’s Levels:** Create  
**Webb’s DOK:** 3  
**Rubric:** Check for understanding

**Engaging Experience 2**

**Title:** Purpose of Speech  
**Suggested Length of Time:** 2 Days  
**Standards Addressed**

**Priority:**
- Present information, findings, and supporting evidence, conveying a clear and distinct perspective, such that listeners can follow the line of reasoning, alternative or opposing perspectives are addressed, and the organization, development, substance, and style are appropriate to purpose, audience, and a
range of formal and informal tasks. CCSS.ELA-SPEAKING&LISTENING.11-12.4

Supporting:
- Students demonstrate creative thinking, construct knowledge, and develop innovative products and processes using technology (ISTE 1 - Creativity and Innovation).
  - Create original works as a means of personal or group expression.

Detailed Description/Instructions: Students will research and identify a speech of great historical significance. Students will create a multimedia presentation to present to the class to explain the 7 elements of the speech communication process (speaker, message, audience, context, feedback, interference, and channel) in relationship to the speech they identified.

Bloom’s Levels: Create
Webb’s DOK: 2, 3
Rubric: To be created

Engaging Experience 3
Title: Types of Speech and Speaking Conversation
Suggested Length of Time: 1 Day

Standards Addressed

Priority:
- 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. CCSS.ELA-SPEAKING&LISTENING.11-12.1
- Present information, findings, and supporting evidence, conveying a clear and distinct perspective, such that listeners can follow the line of reasoning, alternative or opposing perspectives are addressed, and the organization, development, substance, and style are appropriate to purpose, audience, and a range of formal and informal tasks. CCSS.ELA-SPEAKING&LISTENING.11-12.4

Supporting:
- Students use digital media and environments to communicate and work collaboratively, including at a distance, to support individual learning and contribute to the learning of others (ISTE 2 - Communication and Collaboration).
  - Interact, collaborate, and publish with peers, experts, or others employing a variety of digital environments and media.
  - Communicate information and ideas effectively to multiple audiences using a variety of media and formats.

Detailed Description/Instructions: The teacher will discuss the various types of speeches covered during the semester. Ceremonial, Impromptu, Persuasive, Informative, Demonstration, and Group Communication. After the lecture is over, this material students will partner up with another student and discuss some everyday scenarios in which you would have to give this type of speech. Example, student A wants to stay out past curfew. Student A would have to persuade their parent to allow them to stay out. They would have to explain why they needed to stay out later and how it was beneficial to them. Students will come up with examples for each of the types of speeches discussed in notes.

Bloom’s Levels: Evaluate, Create; Webb’s DOK: 1, 4; Rubric: Check for understanding
Engaging Experience 1
Title: Seven Elements of Communication Process
Suggested Length of Time: 1 Day

Standards Addressed

Priority:
- 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. CCSS.ELA-SPEAKING&LISTENING.11-12.1

Supporting:
- Students use digital media and environments to communicate and work collaboratively, including at a distance, to support individual learning and contribute to the learning of others (ISTE 2 - Communication and Collaboration).
  - Interact, collaborate, and publish with peers, experts, or others employing a variety of digital environments and media.
  - Communicate information and ideas effectively to multiple audiences using a variety of media and formats.
  - Contribute to project teams to produce original works or solve problems.

Detailed Description/Instructions: Teacher goes over notes with the students covering the different elements of the communication process/cycle. When the notes are completed, students will work in small groups to create a scenario in which communication occurs. They will identify the different parts of the communication process/cycle within their scenario. They will then create a dialogue for their individuals to have so that they can completely show the communication process/cycle in use. The teacher can consider incorporating technology into the discussion to extend the conversation beyond the classroom.

Bloom’s Levels: Apply
Webb’s DOK: 2, 3
Rubric: Check for understanding
**Engaging Experience 1**

**Title:** Audience Adaptation and word choice

**Suggested Length of Time:** 2 Days

**Standards Addressed**

*Priority:*

- 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. CCSS.ELA-SPEAKING&LISTENING.11-12.1

- Present information, findings, and supporting evidence, conveying a clear and distinct perspective, such that listeners can follow the line of reasoning, alternative or opposing perspectives are addressed, and the organization, development, substance, and style are appropriate to purpose, audience, and a range of formal and informal tasks. CCSS.ELA-SPEAKING&LISTENING.11-12.4

*Supporting:*

- Apply knowledge of language to understand how language functions in different contexts, to make effective choices for meaning or style, and to comprehend more fully when reading or listening. CCSS.ELA-LANGUAGE.11-12.3

- Demonstrate understanding of figurative language, word relationships, and nuances in word meanings. CCSS.ELA-LANGUAGE.11-12.5

**Detailed Description/Instructions:** Students will read various fairy tales from “Fractured Fairy Tales” and identify the strategic language choices made to adapt to a particular audience. This will be followed by a whole-class discussion. Next, the students will select their own fairy tale or fable to amend with strategic language/word choices for a specific audience. Students will present their stories to the class.

**Bloom’s Levels:** Apply, Create

**Webb’s DOK:** 2, 3

**Rubric:** Check for Understanding

**Engaging Experience 2**

**Title:** Topic Selections

**Suggested Length of Time:** 1 Day

**Standards Addressed**

*Priority:*

- 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. CCSS.ELA-SPEAKING&LISTENING.11-12.1

- Present information, findings, and supporting evidence, conveying a clear and distinct perspective, such that listeners can follow the line of reasoning, alternative or opposing perspectives are addressed, and the organization, development, substance, and style are appropriate to purpose, audience, and a
range of formal and informal tasks. CCSS.ELA-SPEAKING&LISTENING.11-12.4

Supporting:
- Students apply digital tools to gather, evaluate, and use information (ISTE 3 - Research and Information Fluency).

Detailed Description/Instructions: Students will explore a variety of methods to identify an appropriate speech topics (ex: interest inventories, brainstorming, current events). Student will create Public Speaking Journal as a method for storing and recording speech topics, ideas, etc.” Students will post their public speaking journal to a discussion board where they can reference it throughout the year.

Bloom’s Levels: Apply, Create
Webb’s DOK: 2, 3
Rubric: Check for Understanding

Engaging Experience 3
Title: Structure
Suggested Length of Time: 2 Days
Standards Addressed

Priority:
- Respond thoughtfully to diverse perspectives; synthesize comments, claims, and evidence made on all sides of an issue; resolve contradictions when possible; and determine what additional information or research is required to deepen the investigation or complete the task.

Supporting:
- Students demonstrate creative thinking, construct knowledge, and develop innovative products and processes using technology (ISTE 1 - Creativity and Innovation).
  - Create original works as a means of personal or group expression.

Detailed Description/Instructions: Students will read several speeches from the “Vital Speeches” publication and choose 3 to analyze. Students will analyze the speeches looking for basic structure (introduction and components, main points, transitions, and conclusion). Teacher may decide to have the students take this information and create some sort of visual presentation through multimedia resources.

Bloom’s Levels: Understand, Evaluate
Webb’s DOK: 2, 4
Rubric: To Be Completed
Engaging Experience 1
Title: Nonverbal Emotions
Suggested Length of Time: 1 Day
Standards Addressed

Priority:
- 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. CCSS.ELA-SPEAKING&LISTENING.11-12.1
- Present information, findings, and supporting evidence, conveying a clear and distinct perspective, such that listeners can follow the line of reasoning, alternative or opposing perspectives are addressed, and the organization, development, substance, and style are appropriate to purpose, audience, and a range of formal and informal tasks. CCSS.ELA-SPEAKING&LISTENING.11-12.4

Supporting:
- Students use digital media and environments to communicate and work collaboratively, including at a distance, to support individual learning and contribute to the learning of others (ISTE 2 - Communication and Collaboration).
  - Communicate information and ideas effectively to multiple audiences using a variety of media and formats.
  - Develop cultural understanding and global awareness by engaging with learners of other cultures.
  - Contribute to project teams to produce original works or solve problems.

Detailed Description/Instructions: Lecture over Nonverbal Communication. Students will understand the various types of nonverbal communication and how those things can benefit them in public speaking as well as the power they hold. Students will be given scenarios and asked to convey meaning in these scenarios without speaking. Students may use facial expressions, hand gestures, posture, etc. to help aid them with their communication process. Students will perform the scenarios for the whole class. Students may choose to incorporate some sort of media within their performance.

Bloom’s Levels: Apply, Create
Webb’s DOK: 2, 3
Rubric: Check for Understanding

Engaging Experience 2
Title: Charades
Suggested Length of Time: 1 Day
Standards Addressed

Priority:
- Present information, findings, and supporting evidence, conveying a clear and distinct perspective, such that listeners can follow the line of reasoning, alternative or opposing perspectives are addressed, and the organization, development, substance, and style are appropriate to purpose, audience, and a
range of formal and informal tasks. CCSS.ELA-SPEAKING&LISTENING.11-12.4

Supporting:
- Apply knowledge of language to understand how language functions in different contexts, to make effective choices for meaning or style, and to comprehend more fully when reading or listening. CCSS.ELA-LANGUAGE.11-12.3

Detailed Description/Instructions: Students will be using their nonverbal skills to participate in a Charades activity. They will work in teams and use this opportunity as a competition among the class. Students will be given various words, movies, television shows, etc…

Bloom’s Levels: Create
Webb’s DOK: 3
Rubric: Check for Understanding

Engaging Experience 3
Title: Listening
Suggested Length of Time: 1 Day
Standards Addressed

Priority:
- Come to discussions prepared, having read and researched material under study; explicitly draw on that preparation by referring to evidence from texts and other research on the topic or issue to stimulate a thoughtful, well-reasoned exchange of ideas.
- Propel conversations by posing and responding to questions that probe reasoning and evidence; ensure a hearing for a full range of positions on a topic or issue; clarify, verify, or challenge ideas and conclusions; and promote divergent and creative perspectives.

Supporting:
- Students use digital media and environments to communicate and work collaboratively, including at a distance, to support individual learning and contribute to the learning of others (ISTE 2 - Communication and Collaboration).
  - Contribute to project teams to produce original works or solve problems.

Detailed Description/Instructions: Students will take the listening survey to see where they rank as a listener. Teacher will lead a discussion on the various types of listening skills and types of listening. Teacher will lead a discussion on how listening is important to the communication process as well as a public speaking situation. Students will end the activity with a game of telephone. Information is given to the students and they are asked to pass it down the line. Students are to work their listening skills to see if the information stays accurate throughout the process. Teacher can lead a discussion on what we saw within the game and discuss how information can change as it is passed from source to source.

Bloom’s Levels: Create, Understand
Webb’s DOK: 1, 2
Rubric: Check for Understanding
Engaging Scenario (An Engaging Scenario is a culminating activity that includes the following components: situation, challenge, specific roles, audience, product or performance.)

Students will compare and contrast to presidential speeches from the past. They will evaluate the speeches for key things. What style did the speaker use? What was the occasion of the speech? What was the purpose of the speech? How was the speech adjusted by the occasion? Talk about nonverbal techniques used. Students will view the videos and post to a discussion board their analysis of the two speakers or turn in a handwritten summary.

Rubric for Engaging Scenario: To be created
## Summary of Engaging Learning Experiences for Topics

<table>
<thead>
<tr>
<th>Topic</th>
<th>Engaging Experience Title</th>
<th>Description</th>
<th>Suggested Length of Time</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Show and Tell</td>
<td>Students will bring two to three items from home that have some sort of value to them. Some items may have monetary value and some may have sentimental value. Students will get up in front of the class to present the information and begin the process of speaking in front of others. This should not be a formal type of speech but rather a conversation had among classmates.</td>
<td>1 Day</td>
</tr>
<tr>
<td>1</td>
<td>Introduce Classmate</td>
<td>Students are randomly paired and must interview one another to create a 1-2 minute speech of introduction that they will present in class.</td>
<td>1 Day</td>
</tr>
<tr>
<td>1</td>
<td>Either/ Or - Introduce each other</td>
<td>The teacher will present a series of options for the students and they will list these options on a sheet of paper. Do you like Coke or Pepsi? Students write down Pepsi, etc. After a number of options the students will take their sheet and partner up with another student in the class, preferably someone they have never met before. Students will use the sheet and answers on the sheet to begin conversations about each other. Students will get to know each other and create an introductory speech to present in front of the large group. Teacher may also have the students incorporate a multi-media resource to better present their partner.</td>
<td>2 Days</td>
</tr>
<tr>
<td>1</td>
<td>Fear of Public Speaking</td>
<td>Students work in group of 3 -4 to research strategies to address fear of public speaking. After students have created an exhaustive list of strategies to address fear in public speaking, they work together to create a “Public Service” type of brochure and/or poster that is posted in the room throughout the semester.</td>
<td>2 Days</td>
</tr>
<tr>
<td>2</td>
<td>History of Speech</td>
<td>The teacher will provide notes going over the background of public speaking. Terms that are associated with public speaking. Students will go home and find a YouTube video of some historical</td>
<td>2 Days</td>
</tr>
</tbody>
</table>
public speaking event. They will watch the video and give a written synopsis of the speech. Students should focus on speaker’s purpose (inform, persuade, etc.), setting, and what was the motivation or reasoning for the speech. Did the speaker accomplish his/her purpose? Students will post the link for the video to the LMS discussion board where they will also post their synopsis.

<table>
<thead>
<tr>
<th>Day</th>
<th>Activity</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>2</td>
<td>Purpose of Speech</td>
<td>Students will research and identify a speech of great historical significance. Students will create a multimedia presentation to present to the class to explain the 7 elements of the speech communication process (speaker, message, audience, context, feedback, interference, and channel) in relationship to the speech they identified.</td>
</tr>
<tr>
<td>2</td>
<td>Types of Speech and Speaking Conversation</td>
<td>The teacher will discuss the various types of speeches covered during the semester. Ceremonial, Impromptu, Persuasive, Informative, Demonstration, and Group Communication. After the lecture is over, this material students will partner up with another student and discuss some everyday scenarios in which you would have to give this type of speech. Example, student A wants to stay out past curfew. Student A would have to persuade their parent to allow them to stay out. They would have to explain why they needed to stay out later and how it was beneficial to them. Students will come up with examples for each of the types of speeches discussed in notes.</td>
</tr>
<tr>
<td>3</td>
<td>Seven Elements of Communication Process</td>
<td>Teacher goes over notes with the students covering the different elements of the communication process/cycle. When the notes are completed, students will work in small groups to create a scenario in which communication occurs. They will identify the different parts of the communication process/cycle within their scenario. They will then create a dialogue for their individuals to have so that they can completely show the communication process/cycle in use. The teacher can consider incorporating technology into the discussion to extend the conversation beyond the classroom.</td>
</tr>
<tr>
<td>4</td>
<td>Audience Adaptation and Word Choice</td>
<td>Students will read various fairy tales from “Fractured Fairy Tales” and identify the strategic language choices made to adapt to a particular audience. This will be followed by a whole-class discussion. Next, the students will select their own fairy tale or fable to amend with strategic language/word choices for a specific audience. Students will present their stories to the class.</td>
</tr>
<tr>
<td>4</td>
<td>Topic Selections</td>
<td>Students will explore a variety of methods to identify an appropriate speech topics (ex: interest inventories, brainstorming, current events). Student will create Public Speaking Journal as a method for storing and recording speech topics, ideas, etc.” Students will post their public speaking journal to a discussion board where they can reference it throughout the year.</td>
</tr>
<tr>
<td>4</td>
<td>Structure</td>
<td>Students will read several speeches from the “Vital Speeches” publication and choose 3 to analyze. Students will analyze the speeches looking for basic structure (introduction and components, main points, transitions, and conclusion). Teacher may decide to have the students take this information and create some sort of visual presentation through multimedia resources.</td>
</tr>
<tr>
<td>5</td>
<td>Nonverbal Emotions</td>
<td>Lecture over Nonverbal Communication. Students will understand the various types of nonverbal communication and how those things can benefit them in public speaking as well as the power they hold. Students will be given scenarios and asked to convey meaning in these scenarios without speaking. Students may use facial expressions, hand gestures, posture, etc. to help aid them with their communication process. Students will perform the scenarios for the whole class. Students may choose to incorporate some sort of media within their performance.</td>
</tr>
<tr>
<td>5</td>
<td>Charades</td>
<td>Students will be using their nonverbal skills to participate in a Charades activity. They will work in teams and use this opportunity as a competition among the class. Students will be given various words, movies, television shows, etc…</td>
</tr>
<tr>
<td>5</td>
<td>Listening</td>
<td>Students will take the listening survey to see where they rank as a listener. Teacher will lead a discussion on the various types of listening skills and types of listening. Teacher will lead a discussion on how listening is important to the communication process as well as a public speaking situation. Students will end the activity with a game of telephone. Information is given to the students and they are asked to pass it down the line. Students are to work their listening skills to see if the information stays accurate throughout the process. Teacher can lead a discussion on what we saw within the game and discuss how information can change as it is passed from source to source.</td>
</tr>
</tbody>
</table>
Unit 2: Research

Subject: Speech
Grade: 12th
Name of Unit: Research
Length of Unit: 2 Weeks

Overview of Unit: Students will learn about the importance of research and how it helps establish credibility for a public speaker. They will have a better understanding of how they can incorporate that research into their public speaking opportunities and how to properly cite that information both written and verbally. Students will learn how to collect data and put it into a usable format for their speeches.

Priority Standards for unit:
● Present information, findings, and supporting evidence, conveying a clear and distinct perspective, such that listeners can follow the line of reasoning, alternative or opposing perspectives are addressed, and the organization, development, substance, and style are appropriate to purpose, audience, and a range of formal and informal tasks. CCSS.ELA-SPEAKING&LISTENING.11-12.4

Supporting Standards for unit:
● 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. CCSS.ELA-LANGUAGE.11-12.6

● 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. CCSS.ELA-SPEAKING&LISTENING.11-12.2

● Students demonstrate creative thinking, construct knowledge, and develop innovative products and processes using technology (ISTE 1 - Creativity and Innovation).
  ○ Apply existing knowledge to generate new ideas, products, or processes.
  ○ Create original works as a means of personal or group expression.
  ○ Identify trends and forecast possibilities.

● Students use digital media and environments to communicate and work collaboratively, including at a distance, to support individual learning and contribute to the learning of others (ISTE 2 - Communication and Collaboration).
  ○ Interact, collaborate, and publish with peers, experts, or others employing a variety of digital environments and media.
  ○ Communicate information and ideas effectively to multiple audiences using a variety of media and formats.
  ○ Contribute to project teams to produce original works or solve problems.

● Students apply digital tools to gather, evaluate, and use information (ISTE 3 - Research and Information Fluency).
  ○ Locate, organize, analyze, evaluate, synthesize, and ethically use information from a variety of sources and media.
  ○ Evaluate and select information sources and digital tools based on the appropriateness to specific tasks.
- Process data and report results.
- Students understand human, cultural, and societal issues related to technology and practice legal and ethical behavior (ISTE 5 - Digital Citizenship).
  - Advocate and practice safe, legal, and responsible use of information and technology.
  - Exhibit a positive attitude toward using technology that supports collaboration, learning, and productivity.
  - Demonstrate personal responsibility for lifelong learning.
  - Exhibit leadership for digital citizenship.
<table>
<thead>
<tr>
<th>Unwrapped Concepts (Students need to know)</th>
<th>Unwrapped Skills (Students need to be able to do)</th>
<th>Bloom’s Taxonomy Levels</th>
<th>Webb's DOK</th>
</tr>
</thead>
<tbody>
<tr>
<td>information, findings, and supporting evidence, and the</td>
<td>Present</td>
<td>Create</td>
<td>3</td>
</tr>
</tbody>
</table>
Essential Questions:
1. How do Ethos and Logos affect your research process?
2. How do various types of research materials enhance public speaking?
3. Why do we need to use citations both in written and oral format in public speaking situations?

Enduring Understanding/Big Ideas:
1. At the end of the course students will have a better understanding of reliable vs. unreliable sources as they pertain to various types of speeches. Students will also be able to use those resources to support their thesis statement.
2. At the end of the course students will be able to evaluate the validity and usefulness of research sources for timeliness, accuracy, relevance, credibility, bias, and propaganda for implementation in their presentations.
3. Students will be able to verbally cite sources within a speech. Students will be able to create works cited pages for the sources used within that speech.

Unit Vocabulary:

<table>
<thead>
<tr>
<th>Academic Cross-Curricular Words</th>
<th>Content/Domain Specific</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Citations</td>
<td>• Credibility</td>
</tr>
<tr>
<td>• Fact Cards</td>
<td>• Ethos</td>
</tr>
<tr>
<td>• Outline</td>
<td>• Logic</td>
</tr>
<tr>
<td>• Outline</td>
<td>• Logos</td>
</tr>
<tr>
<td>• Source Cards</td>
<td>• Verbal Citations</td>
</tr>
<tr>
<td>• Statistics</td>
<td></td>
</tr>
<tr>
<td>• Testimony</td>
<td></td>
</tr>
<tr>
<td>• Visual Aids</td>
<td></td>
</tr>
<tr>
<td>• Works Cited</td>
<td></td>
</tr>
</tbody>
</table>

Topic 1: Foundations

Engaging Experience 1
Title: Foundations - Ted Talk
Suggested Length of Time: 2 Days
Standards Addressed

Priority:
- Present information, findings, and supporting evidence, conveying a clear and distinct perspective, such that listeners can follow the line of reasoning, alternative or opposing perspectives are addressed, and the organization, development, substance, and style are appropriate to purpose, audience, and a range of formal and informal tasks. CCSS.ELA-SPEAKING&LISTENING.11-12.4

Supporting:
- Students apply digital tools to gather, evaluate, and use information (ISTE 3 - Research and Information Fluency).
  - Locate, organize, analyze, evaluate, synthesize, and ethically use information from a variety of sources and media.
  - Evaluate and select information sources and digital tools based on the appropriateness to specific tasks.
  - Process data and report results.

Detailed Description/Instructions: Have the students view various example speeches from the TED Talks website and then identify and discuss ways in which speakers established their Ethos and Logos and how they showed Pathos. The teacher can choose to have students discuss their findings in small groups and present to class or as individuals.

Bloom’s Levels: Create
Webb’s DOK: 3
Rubric: Check for understanding

Engaging Experience 2
Title: Foundations - Commercials/Advertisement
Suggested Length of Time: 2 Days
Standards Addressed

Priority:
- Present information, findings, and supporting evidence, conveying a clear and distinct perspective, such that listeners can follow the line of reasoning, alternative or opposing perspectives are addressed, and the organization, development, substance, and style are appropriate to purpose, audience, and a range of formal and informal tasks. CCSS.ELA-SPEAKING&LISTENING.11-12.4

Supporting:
- 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. CCSS.ELA-LANGUAGE.11-12.6
Students apply digital tools to gather, evaluate, and use information (ISTE 3 - Research and Information Fluency).
  ○ Process data and report results.

**Detailed Description/Instructions:** Students view various advertisements from past Super Bowls and various magazines to identify different ways in which Ethos, Pathos, and Logos are used in print ads and commercials. For example, the students watch the 9-11 Clydesdale commercial, ran during the super bowl, and identify the ways in which Ethos, Pathos, and Logos were used even though the commercial did not have any words. Students will then identify a commercial they want to improve and describe how they would make it better.

**Bloom’s Levels:** Create  
**Webb’s DOK:** 3  
**Rubric:** Check for understanding

**Engaging Experience 3**
**Title:** Foundations - Public Speaking Situations  
**Suggested Length of Time:** 2 Days  
**Standards Addressed**

**Priority:**
  ● Present information, findings, and supporting evidence, conveying a clear and distinct perspective, such that listeners can follow the line of reasoning, alternative or opposing perspectives are addressed, and the organization, development, substance, and style are appropriate to purpose, audience, and a range of formal and informal tasks. CCSS.ELA-SPEAKING&LISTENING.11-12.4

**Supporting:**
  ● 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. CCSS.ELA-SPEAKING&LISTENING.11-12.2

**Detailed Description/Instructions:** Students apply Ethos, Logos, and Pathos to current public speaking events. Students will individually seek out a public speaking experience such as public meetings, public speakers, political debates, or ceremonies. After viewing the public speaking situation they will apply Ethos, Logos, and Pathos to that speaking situation and be prepared to discuss in class.

**Bloom’s Levels:** Create  
**Webb’s DOK:** 3  
**Rubric:** Check for understanding.
Engaging Experience 1
Title: Types - Interview
Suggested Length of Time: 2 Days
Standards Addressed

Priority:
- Present information, findings, and supporting evidence, conveying a clear and distinct perspective, such that listeners can follow the line of reasoning, alternative or opposing perspectives are addressed, and the organization, development, substance, and style are appropriate to purpose, audience, and a range of formal and informal tasks. CCSS.ELA-SPEAKING&LISTENING.11-12.4

Supporting:
- Students demonstrate creative thinking, construct knowledge, and develop innovative products and processes using technology (ISTE 1 - Creativity and Innovation).
  - Apply existing knowledge to generate new ideas, products, or processes.
  - Create original works as a means of personal or group expression.
  - Identify trends and forecast possibilities.

Detailed Description/Instructions: Students will think about what needs to be accomplished in an interview and create questions for said interview. Students will identify what is known, what needs to be known and use those resources to form the questions. Students will explore how interviews have changed, are changing and predict what they may look like in the future.

Bloom’s Levels: Create
Webb’s DOK: 3
Rubric: Check for understanding

Engaging Experience 2
Title: Types - Public Addresses
Suggested Length of Time: 2 Days, Revisited later in semester
Standards Addressed

Priority:
- Present information, findings, and supporting evidence, conveying a clear and distinct perspective, such that listeners can follow the line of reasoning, alternative or opposing perspectives are addressed, and the organization, development, substance, and style are appropriate to purpose, audience, and a range of formal and informal tasks. CCSS.ELA-SPEAKING&LISTENING.11-12.4

Supporting:
- 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. CCSS.ELA-SPEAKING&LISTENING.11-12.2
Detailed Description/Instructions: Students will identify different types of research that current public speakers incorporate in their authentic presentations. For example, students will view real-world speeches that occur in the school, are televised nationally, and published on various internet sites and live presentations given in the community. Students will discuss their findings in small group or large group setting.

Bloom’s Levels: Create
Webb’s DOK: 3
Rubric: Check for understanding

Engaging Experience 3
Title: Types - Research in Speeches
Suggested Length of Time: 2 Days, Revisited throughout semester

Standards Addressed

Priority:
- Present information, findings, and supporting evidence, conveying a clear and distinct perspective, such that listeners can follow the line of reasoning, alternative or opposing perspectives are addressed, and the organization, development, substance, and style are appropriate to purpose, audience, and a range of formal and informal tasks. CCSS.ELA-SPEAKING&LISTENING.11-12.4

Supporting:
- 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. CCSS.ELA-SPEAKING&LISTENING.11-12.2

Detailed Description/Instructions: Students will use research to create a rough draft of a speech and then work in small groups to explain why various types of research were employed throughout the speech. For example, if a statistic was used as a method of support the author of the speech is able to explain why that method was chosen over other types of support material.

Bloom’s Levels: Create
Webb’s DOK: 3
Rubric: Check for understanding
**Engaging Experience 1**

**Title:** Documentation - Verbal Citations  
**Suggested Length of Time:** 2 Days, Revisited throughout the semester  
**Standards Addressed**

*Priority:*  
- Present information, findings, and supporting evidence, conveying a clear and distinct perspective, such that listeners can follow the line of reasoning, alternative or opposing perspectives are addressed, and the organization, development, substance, and style are appropriate to purpose, audience, and a range of formal and informal tasks. CCSS.ELA-SPEAKING&LISTENING.11-12.4

*Supporting:*  
- 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. CCSS.ELA-SPEAKING&LISTENING.11-12.2

- Students understand human, cultural, and societal issues related to technology and practice legal and ethical behavior (ISTE 5 - Digital Citizenship).  
  - Advocate and practice safe, legal, and responsible use of information and technology.
  - Exhibit a positive attitude toward using technology that supports collaboration, learning, and productivity.
  - Demonstrate personal responsibility for lifelong learning.
  - Exhibit leadership for digital citizenship.

**Detailed Description/Instructions:** Students research topics and explore the various ways in which they can verbally cite their information to increase credibility with the audience. For example, students correctly introduce a source with the correct amount of information to make it credible. Students will begin to apply this information to some example openings of their speeches.  
**Bloom’s Levels:** Create  
**Webb’s DOK:** 3  
**Rubric:** Check for understanding

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**Engaging Experience 2**

**Title:** Documentation - Written Citations  
**Suggested Length of Time:** 1 Day  
**Standards Addressed**

*Priority:*  
- Present information, findings, and supporting evidence, conveying a clear and distinct perspective, such that listeners can follow the line of reasoning, alternative or opposing perspectives are addressed, and the organization, development, substance, and style are appropriate to purpose, audience, and a
range of formal and informal tasks. CCSS.ELA-SPEAKING&LISTENING.11-12.4

Supporting:
- 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. CCSS.ELA-SPEAKING&LISTENING.11-12.2
- Students use digital media and environments to communicate and work collaboratively, including at a distance, to support individual learning and contribute to the learning of others (ISTE 2 - Communication and Collaboration).
  - Interact, collaborate, and publish with peers, experts, or others employing a variety of digital environments and media.
  - Communicate information and ideas effectively to multiple audiences using a variety of media and formats.
  - Contribute to project teams to produce original works or solve problems.
- Students understand human, cultural, and societal issues related to technology and practice legal and ethical behavior (ISTE 5 - Digital Citizenship).
  - Advocate and practice safe, legal, and responsible use of information and technology.
  - Exhibit a positive attitude toward using technology that supports collaboration, learning, and productivity.
  - Demonstrate personal responsibility for lifelong learning.
  - Exhibit leadership for digital citizenship.

Detailed Description/Instructions: Students work in groups to complete activities that ask them to identify and complete correct citations from various sources. Students may incorporate the use of a citing website to aid them in their work.

Bloom’s Levels: Create

Webb’s DOK: 2

Rubric: Check for understanding
**Engaging Scenario** (An Engaging Scenario is a culminating activity that includes the following components: situation, challenge, specific roles, audience, product or performance.)

Students will work with teacher given information to identify important facts/details from that information. Students will then take those facts/details and create example fact cards. They will also take the source information and create example source cards. The challenge to the students would be to identify what is important to a topic and what is not.

**Rubric for Engaging Scenario:** To be created
<table>
<thead>
<tr>
<th>Topic</th>
<th>Engaging Experience Title</th>
<th>Description</th>
<th>Suggested Length of Time</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Foundations - Ted Talk</td>
<td>Have the students view various example speeches from the TED Talks website and then identify and discuss ways in which speakers established their Ethos and Logos and how they showed Pathos. The teacher can choose to have students discuss their findings in small groups and present to class or as individuals.</td>
<td>2 Days</td>
</tr>
<tr>
<td>1</td>
<td>Foundations - Commercials/ Advertisement</td>
<td>Students view various advertisements from past Super Bowls and various magazines to identify different ways in which Ethos, Pathos, and Logos are used in print ads and commercials. For example the students watch the 9-11 Clydesdale commercial, ran during the super bowl, and identify the ways in which Ethos, Pathos, and Logos were used even though the commercial did not have any words. Students will then identify a commercial they want to improve and describe how they would make it better.</td>
<td>2 Days</td>
</tr>
<tr>
<td>1</td>
<td>Foundations - Public Speaking Situations</td>
<td>Students apply Ethos, Logos, and Pathos to current public speaking events. Students will individually seek out a public speaking experience such as public meetings, public speakers, political debates, or ceremonies. After viewing the public speaking situation they will apply Ethos, Logos, and Pathos to that speaking situation and be prepared to discuss in class.</td>
<td>2 Days</td>
</tr>
<tr>
<td>2</td>
<td>Types - Interview</td>
<td>Students will think about what needs to be accomplished in an interview and create questions for said interview. Students will identify what is known, what needs to be known and use those resources to form the questions. Students will explore how interviews have changed, are changing and predict what they may look like in the future.</td>
<td>2 Days</td>
</tr>
<tr>
<td></td>
<td>Title</td>
<td>Description</td>
<td>Duration</td>
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</tr>
<tr>
<td>2</td>
<td>Types - Public Addresses</td>
<td>Students will identify different types of research that current public speakers incorporate in their authentic presentations. For example, students will view real-world speeches that occur in the school, are televised nationally, and published on various internet sites and live presentations given in the community. Students will discuss their findings in small group or large group setting.</td>
<td>2 Days, Revisited later in semester</td>
</tr>
<tr>
<td>2</td>
<td>Types - Research in Speeches</td>
<td>Students will use research to create a rough draft of a speech and then work in small groups to explain why various types of research were employed throughout the speech. For example, if a statistic was used as a method of support the author of the speech is able to explain why that method was chosen over other types of support material.</td>
<td>2 Days, Revisited throughout semester</td>
</tr>
<tr>
<td>3</td>
<td>Documentation - Verbal Citations</td>
<td>Students research topics and explore the various ways in which they can verbally cite their information to increase credibility with the audience. For example, students correctly introduce a source with the correct amount of information to make it credible. Students will begin to apply this information to some example openings of their speeches.</td>
<td>2 Days, Revisited throughout the semester</td>
</tr>
<tr>
<td>3</td>
<td>Documentation - Written Citations</td>
<td>Students work in groups to complete activities that ask them to identify and complete correct citations from various sources. Students may incorporate the use of a citing website to aid them in their work.</td>
<td>1 Day</td>
</tr>
</tbody>
</table>
Unit 3: Informative

Subject: Speech
Grade: 12th
Name of Unit: Informative Speech
Length of Unit: 4 Weeks

Overview of Unit: Students will gain a better understanding of an informative speech about an object, event, concept, or process. Students will gain a better understanding of research and how it can benefit your informative speech. Students will have a better understanding of how to create an outline and understand the various types of organizational patterns that can be used with the outline (spatial, topical, chronological, and cause and effect).

Priority Standards for unit:

- 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. CCSS.ELA-SPEAKING&LISTENING.11-12.1
  - Come to discussions prepared, having read and researched material under study; explicitly draw on that preparation by referring to evidence from texts and other research on the topic or issue to stimulate a thoughtful, well-reasoned exchange of ideas.
  - Work with peers to promote civil, democratic discussions and decision-making, set clear goals and deadlines, and establish individual roles as needed.
  - Propel conversations by posing and responding to questions that probe reasoning and evidence; ensure a hearing for a full range of positions on a topic or issue; clarify, verify, or challenge ideas and conclusions; and promote divergent and creative perspectives.
  - Respond thoughtfully to diverse perspectives; synthesize comments, claims, and evidence made on all sides of an issue; resolve contradictions when possible; and determine what additional information or research is required to deepen the investigation or complete the task.

- Present information, findings, and supporting evidence, conveying a clear and distinct perspective, such that listeners can follow the line of reasoning, alternative or opposing perspectives are addressed, and the organization, development, substance, and style are appropriate to purpose, audience, and a range of formal and informal tasks. CCSS.ELA-SPEAKING&LISTENING.11-12.4

- Adapt speech to a variety of contexts and tasks, demonstrating a command of formal English when indicated or appropriate. (See grades 11–12 Language standards 1 and 3 on page 54 for specific expectations.) CCSS.ELA-SPEAKING&LISTENING.11-12.6

- Demonstrate command of the conventions of Standard English grammar and usage when writing or speaking. CCSS.ELA-LANGUAGE.11-12.1
  - Apply the understanding that usage is a matter of convention, can change over time, and is sometimes contested.
  - Resolve issues of complex or contested usage, consulting references (e.g., *Merriam-Webster’s Dictionary of English Usage*, *Garner’s Modern American Usage*) as needed.
• Evaluate a speaker’s point of view, reasoning, and use of evidence and rhetoric, assessing
the stance, premises, links among ideas, word choice, points of emphasis, and tone used.
CCSS.ELA-SPEAKING&LISTENING.11-12.3
• Make strategic use of digital media (e.g., textual, graphical, audio, visual, and interactive
elements) in presentations to enhance understanding of findings, reasoning, and evidence
and to add interest. CCSS.ELA-SPEAKING&LISTENING.11-12.5

Supporting Standards for unit:
• Apply knowledge of language to understand how language functions in different
contexts, to make effective choices for meaning or style, and to comprehend more fully
when reading or listening. CCSS.ELA-LANGUAGE.11-12.3
  ○ Vary syntax for effect, consulting references (e.g., Tuft’s Artful Sentences) for
guidance as needed; apply an understanding of syntax to the study of complex
texts when reading.
• Demonstrate understanding of figurative language, word relationships, and nuances in
word meanings. CCSS.ELA-LANGUAGE.11-12.5
  ○ Interpret figures of speech (e.g., hyperbole, paradox) in context and analyze their
role in the text.
  ○ Analyze nuances in the meaning of words with similar denotations.
• Students demonstrate creative thinking, construct knowledge, and develop innovative
products and processes using technology (ISTE 1 - Creativity and Innovation).
  ○ Apply existing knowledge to generate new ideas, products, or processes.
  ○ Create original works as a means of personal or group expression.
• Students use digital media and environments to communicate and work collaboratively,
including at a distance, to support individual learning and contribute to the learning of
others (ISTE 2 - Communication and Collaboration).
  ○ Interact, collaborate, and publish with peers, experts, or others employing a
variety of digital environments and media.
  ○ Contribute to project teams to produce original works or solve problems.
• Students apply digital tools to gather, evaluate, and use information (ISTE 3 - Research
and Information Fluency).
  ○ Locate, organize, analyze, evaluate, synthesize, and ethically use
information from a variety of sources and media.
  ○ Evaluate and select information sources and digital tools based on the
appropriateness to specific tasks.
  ○ Process data and report results.
• Students use critical thinking skills to plan and conduct research, manage projects, solve
problems, and make informed decisions using appropriate digital tools and resources
(ISTE 4 - Critical Thinking, Problem Solving, and Decision Making).
  ○ Identify and define authentic problems and significant questions for investigation.
  ○ Plan and manage activities to develop a solution or complete a project.
  ○ Use multiple processes and diverse perspectives to explore alternative solutions.
<table>
<thead>
<tr>
<th>Unwrapped Concepts (Students need to know)</th>
<th>Unwrapped Skills (Students need to be able to do)</th>
<th>Bloom’s Taxonomy Levels</th>
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**Essential Questions:**
1. Why do we give informative speeches?
2. How does organization affect the outcome of an informative speech?
3. How do visual aids enhance a process speech?

**Enduring Understanding/Big Ideas:**
1. At the end of the course students will be able to construct a non-biased speech thesis, support that thesis, and deliver a speech in a non-biased manner with the sole purpose being to give the audience information about their topic.
2. Students will be able to use a variety of organizational types to express their ideas to their audience to be a more effective speaker.
3. Students will give clear and concise multi-step oral directions to perform complex procedures and/or tasks through the use of visual aids.

**Unit Vocabulary:**

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<td>● Citations</td>
<td>● Chronological Organization</td>
</tr>
<tr>
<td>● Demonstration</td>
<td>● Spatial Organization</td>
</tr>
<tr>
<td>● Informative</td>
<td>● Speech about Concept</td>
</tr>
<tr>
<td>● Multimedia</td>
<td>● Speech about Event</td>
</tr>
<tr>
<td>● Outline</td>
<td>● Speech about Object</td>
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<tr>
<td>● Research</td>
<td>● Speech about Process</td>
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<td>● Technology</td>
<td>● Topical Organization</td>
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<td>● Visual Aids</td>
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<td>● Works Cited</td>
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Engaging Experience 1
Title: Informative Types
Suggested Length of Time: 1 Day
Standards Addressed

Priority:
- Present information, findings, and supporting evidence, conveying a clear and distinct perspective, such that listeners can follow the line of reasoning, alternative or opposing perspectives are addressed, and the organization, development, substance, and style are appropriate to purpose, audience, and a range of formal and informal tasks. CCSS.ELA-SPEAKING&LISTENING.11-12.4
- Evaluate a speaker’s point of view, reasoning, and use of evidence and rhetoric, assessing the stance, premises, links among ideas, word choice, points of emphasis, and tone used. CCSS.ELA-SPEAKING&LISTENING.11-12.3

Supporting:
- Students demonstrate creative thinking, construct knowledge, and develop innovative products and processes using technology (ISTE 1 - Creativity and Innovation).
  - Apply existing knowledge to generate new ideas, products, or processes.
  - Create original works as a means of personal or group expression.

Detailed Description/Instructions: Students take out a notecard and identify 3 nouns and write them on the card. The cards are then collected by the teacher and passed out randomly. The students then have to write thesis statements for those terms for a type of informative speech. Example would be a process, event, object, or concept thesis statement for the words pig, car, and football. In today’s speech I will be showing you the basic fundamentals of playing the tight end position in football.

Bloom’s Levels: Create, Evaluate
Webb’s DOK: 3, 2
Rubric: Check for understanding

Engaging Experience 2
Title: Past Examples
Suggested Length of Time: 2 Days
Standards Addressed

Priority:
- Make strategic use of digital media (e.g., textual, graphical, audio, visual, and interactive elements) in presentations to enhance understanding of findings, reasoning, and evidence and to add interest. CCSS.ELA-SPEAKING&LISTENING.11-12.5
- 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. CCSS.ELA-SPEAKING&LISTENING.11-12.1

Supporting:
Students use critical thinking skills to plan and conduct research, manage projects, solve problems, and make informed decisions using appropriate digital tools and resources (ISTE 4 - Critical Thinking, Problem Solving, and Decision Making).
  ○ Collect and analyze data to identify solutions and/or make informed decisions.
  ○ Use multiple processes and diverse perspectives to explore alternative solutions.

**Detailed Description/Instructions:** Students will view an informative speech from past courses. They will view the speech and discuss what makes the speech an informative process, topic, event, or concept. If no past examples are available, the videos should be pulled from internet sources. Students will be able to differentiate between the types of informative speeches and determine which approach is best suited for a specific informative topic. Teacher may elect for the students to watch the videos at home and come back to class prepared to discuss.

**Bloom’s Levels:** Apply, Create
**Webb’s DOK:** 2, 3
**Rubric:** Check for understanding.
Engaging Experience 1
Title: Outlines
Suggested Length of Time: 4 Days
Standards Addressed
Priority:

- Present information, findings, and supporting evidence, conveying a clear and distinct perspective, such that listeners can follow the line of reasoning, alternative or opposing perspectives are addressed, and the organization, development, substance, and style are appropriate to purpose, audience, and a range of formal and informal tasks. CCSS.ELA-SPEAKING&LISTENING.11-12.4

- Adapt speech to a variety of contexts and tasks, demonstrating a command of formal English when indicated or appropriate. (See grades 11–12 Language standards 1 and 3 on page 54 for specific expectations.) CCSS.ELA-SPEAKING&LISTENING.11-12.6

Supporting:

- Students use critical thinking skills to plan and conduct research, manage projects, solve problems, and make informed decisions using appropriate digital tools and resources (ISTE 4 - Critical Thinking, Problem Solving, and Decision Making).
  - Identify and define authentic problems and significant questions for investigation.
  - Plan and manage activities to develop a solution or complete a project.
  - Use multiple processes and diverse perspectives to explore alternative solutions.

Detailed Description/Instruction: Students are to research their various topic for their informative speech. Once their research is complete they will begin the process of creating an outline for their speech. To give them experience in various types of organization they will create two different outlines for their topic. They will choose from the types of organizational patterns associated with Informative Topics. Spatial, Topical, Chronological, and Cause and Effect. The student will select the most effective outline and use it as a basis for an informative speech.

Bloom’s Levels: Create, Apply
Webb’s DOK: 3, 1
Rubric: Check for understanding

Engaging Experience 2
Title: Employing Organization
Suggested Length of Time: 1 Day
Standards Addressed
Priority:

- Adapt speech to a variety of contexts and tasks, demonstrating a command of formal English when indicated or appropriate. (See grades 11–12 Language standards 1 and 3 on page 54 for specific expectations.) CCSS.ELA-SPEAKING&LISTENING.11-12.6
Supporting:

- Students demonstrate creative thinking, construct knowledge, and develop innovative products and processes using technology (ISTE 1 - Creativity and Innovation).
  - Apply existing knowledge to generate new ideas, products, or processes.
  - Create original works as a means of personal or group expression.

**Detailed Description/Instructions:** Using previously created topic note cards, students will pick a topic card and develop a hypothetical topic and main points and apply various methods of organization. They will summarize and defend their choices for the hypothetical situation in front of the class. The teacher could have students create a multimedia project to better explain the activity.

Example: Topic: pigs, Type of Information speech: object, Methods of organization: topical - 3 different types of pigs, chronological - lifecycle of a pig, spatial - different parts of the pig, etc.

**Bloom’s Levels:** Apply

**Webb’s DOK:** 1

**Rubric:** Check for understanding
Engaging Experience 1
Title: How-To Shows
Suggested Length of Time: 2 Days

Standards Addressed

Priority:
- 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. CCSS.ELA-SPEAKING&LISTENING.11-12.1

Supporting:
- Students use digital media and environments to communicate and work collaboratively, including at a distance, to support individual learning and contribute to the learning of others (ISTE 2 - Communication and Collaboration).
  - Interact, collaborate, and publish with peers, experts, or others employing a variety of digital environments and media.
  - Contribute to project teams to produce original works or solve problems.

Detailed Description/Instructions: Students will view a variety of how-to shows (cooking, DYI gardening, etc.) to explain and evaluate how the incorporation of visual aids impacts the message. For example, the students may watch a cooking show and acknowledge that a printed copy of the recipe would aid in retention as opposed to just viewing the steps. Students may work in small groups to discuss their findings.

Bloom’s Levels: Apply
Webb’s DOK: 2
Rubric: Check for understanding
Engaging Experience 2
Title: Explore Various Technologies
Suggested Length of Time: 2 Days

Standards Addressed

Priority:

- Make strategic use of digital media (e.g., textual, graphical, audio, visual, and interactive elements) in presentations to enhance understanding of findings, reasoning, and evidence and to add interest. CCSS.ELA-SPEAKING&LISTENING.11-12.5

Supporting:

- Students apply digital tools to gather, evaluate, and use information (ISTE 3 - Research and Information Fluency).
  - Locate, organize, analyze, evaluate, synthesize, and ethically use information from a variety of sources and media.
  - Evaluate and select information sources and digital tools based on the appropriateness to specific tasks.
  - Process data and report results.

Detailed Description/Instructions: Students will explore various technology avenues (i.e. Prezi, PowerPoint, etc.). Students will take information and use at least two of the avenues to present the same information to determine which program is more user friendly and well received by the audience.

Bloom’s Levels: Create

Webb’s DOK: 1

Rubric: Check for understanding
Engaging Scenario

**Engaging Scenario** (An Engaging Scenario is a culminating activity that includes the following components: situation, challenge, specific roles, audience, product or performance.)

Students will perform two Engaging Scenarios for this unit. The first will be an Informative Speech. The teacher has the option to use a visual aid with this speech. Students will research a topic. Students will create fact cards, and works cited information for their research. Once research is complete, students will use that research to create an outline and organizational pattern for their speech. Students will create a speech and practice the speech before performing the speech in front of the class.

The second scenario will be an Informative Speech about a process. Students will think of a skill that can be shown to the class. Students will prepare an outline listing out the chronological steps that go with the skill. Students will practice and perform the speech in front of the class. The speeches will vary between 5 - 10 minutes.

**Rubric for Engaging Scenario:** To be created
<table>
<thead>
<tr>
<th>Topic</th>
<th>Engaging Experience Title</th>
<th>Description</th>
<th>Suggested Length of Time</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Informative Types</td>
<td>Students take out a notecard and identify 3 nouns and write them on the card. The cards are then collected by the teacher and passed out randomly. The students then have to write thesis statements for those terms for a type of informative speech. Example would be a process, event, object, or concept thesis statement for the words pig, car, and football. In today’s speech I will be showing you the basic fundamentals of playing the tight end position in football.</td>
<td>1 Day</td>
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<td>1</td>
<td>Past Examples</td>
<td>Students will view an informative speech from past courses. They will view the speech and discuss what makes the speech an informative process, topic, event, or concept. If no past examples are available, the videos should be pulled from internet sources. Students will be able to differentiate between the types of informative speeches and determine which approach is best suited for a specific informative topic. Teacher may elect for the students to watch the videos at home and come back to class prepared to discuss.</td>
<td>2 Days</td>
</tr>
<tr>
<td>2</td>
<td>Outlines</td>
<td>Students are to research their various topic for their informative speech. Once their research is complete they will begin the process of creating an outline for their speech. To give them experience in various types of organization they will create two different outlines for their topic. They will choose from the types of organizational patterns associated with Informative Topics. Spatial, Topical, Chronological, and Cause and Effect. The student will select the most effective outline and use it as a basis for an informative speech.</td>
<td>4 Days</td>
</tr>
<tr>
<td>2</td>
<td>Employing Organization</td>
<td>Using previously created topic note cards, students will pick a topic card and develop a hypothetical topic and main points and apply various methods</td>
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of organization. They will summarize and defend their choices for the hypothetical situation in front of the class. The teacher could have students create a multimedia project to better explain the activity.

| 3 | How To Shows | Students will view a variety of how-to shows (cooking, DIY gardening, etc.) to explain and evaluate how the incorporation of visual aids impacts the message. For example, the students may watch a cooking show and acknowledge that a printed copy of the recipe would aid in retention as opposed to just viewing the steps. Students may work in small groups to discuss their findings. | 2 Days |
| 3 | Explore Various Technologies | Students will explore various technology avenues (i.e. Prezi, PowerPoint, etc.). Students will take information and use at least two of the avenues to present the same information to determine which program is more user friendly and well received by the audience. | 2 Days |
Subject: Speech
Grade: 12th
Name of Unit: Persuasive
Length of Unit: 4 Weeks

Overview of Unit: Students will understand and be able to identify methods of persuasion in real-world contexts (speeches, advertising, etc.). Students will be able to apply persuasive techniques in their own persuasive speech for a specific audience.

Priority Standards for unit:
- 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. CCSS.ELA-SPEAKING&LISTENING.11-12.1
  - Come to discussions prepared, having read and researched material under study; explicitly draw on that preparation by referring to evidence from texts and other research on the topic or issue to stimulate a thoughtful, well- reasoned exchange of ideas.
  - Work with peers to promote civil, democratic discussions and decision-making, set clear goals and deadlines, and establish individual roles as needed.
  - Propel conversations by posing and responding to questions that probe reasoning and evidence; ensure a hearing for a full range of positions on a topic or issue; clarify, verify, or challenge ideas and conclusions; and promote divergent and creative perspectives.
  - Respond thoughtfully to diverse perspectives; synthesize comments, claims, and evidence made on all sides of an issue; resolve contradictions when possible; and determine what additional information or research is required to deepen the investigation or complete the task.
- Present information, findings, and supporting evidence, conveying a clear and distinct perspective, such that listeners can follow the line of reasoning, alternative or opposing perspectives are addressed, and the organization, development, substance, and style are appropriate to purpose, audience, and a range of formal and informal tasks. CCSS.ELA-SPEAKING&LISTENING.11-12.4
- Adapt speech to a variety of contexts and tasks, demonstrating a command of formal English when indicated or appropriate. (See grades 11–12 Language standards 1 and 3 on page 54 for specific expectations.) CCSS.ELA-SPEAKING&LISTENING.11-12.6
- Demonstrate command of the conventions of Standard English grammar and usage when writing or speaking. CCSS.ELA-LANGUAGE.11-12.1
  - Apply the understanding that usage is a matter of convention, can change over time, and is sometimes contested.
  - Resolve issues of complex or contested usage, consulting references (e.g., Merriam-Webster’s Dictionary of English Usage, Garner’s Modern American Usage) as needed.
● Evaluate a speaker’s point of view, reasoning, and use of evidence and rhetoric, assessing the stance, premises, links among ideas, word choice, points of emphasis, and tone used. CCSS.ELA-SPEAKING&LISTENING.11-12.3

● Make strategic use of digital media (e.g., textual, graphical, audio, visual, and interactive elements) in presentations to enhance understanding of findings, reasoning, and evidence and to add interest. CCSS.ELA-SPEAKING&LISTENING.11-12.5

**Supporting Standards for unit:**

- Apply knowledge of language to understand how language functions in different contexts, to make effective choices for meaning or style, and to comprehend more fully when reading or listening. CCSS.ELA-LANGUAGE.11-12.3
  - Vary syntax for effect, consulting references (e.g., Tuft’s *Artful Sentences*) for guidance as needed; apply an understanding of syntax to the study of complex texts when reading.

- Demonstrate understanding of figurative language, word relationships, and nuances in word meanings. CCSS.ELA-LANGUAGE.11-12.5
  - Interpret figures of speech (e.g., hyperbole, paradox) in context and analyze their role in the text.
  - Analyze nuances in the meaning of words with similar denotations.

- Students demonstrate creative thinking, construct knowledge, and develop innovative products and processes using technology (ISTE 1 - Creativity and Innovation).
  - Apply existing knowledge to generate new ideas, products, or processes.
  - Create original works as a means of personal or group expression.
  - Use models and simulations to explore complex systems and issues.
  - Identify trends and forecast possibilities.

- Students use digital media and environments to communicate and work collaboratively, including at a distance, to support individual learning and contribute to the learning of others (ISTE 2 - Communication and Collaboration).
  - Interact, collaborate, and publish with peers, experts, or others employing a variety of digital environments and media.
  - Communicate information and ideas effectively to multiple audiences using a variety of media and formats.
  - Develop cultural understanding and global awareness by engaging with learners of other cultures.
  - Contribute to project teams to produce original works or solve problems.

- Students apply digital tools to gather, evaluate, and use information (ISTE 3 - Research and Information Fluency).
  - Plan strategies to guide inquiry.
  - Locate, organize, analyze, evaluate, synthesize, and ethically use information from a variety of sources and media.
  - Evaluate and select information sources and digital tools based on the appropriateness to specific tasks.
  - Process data and report results.

- Students use critical thinking skills to plan and conduct research, manage projects, solve problems, and make informed decisions using appropriate digital tools and resources (ISTE 4 - Critical Thinking, Problem Solving, and Decision Making).
  - Identify and define authentic problems and significant questions for investigation.
○ Plan and manage activities to develop a solution or complete a project.
○ Collect and analyze data to identify solutions and/or make informed decisions.
○ Use multiple processes and diverse perspectives to explore alternative solutions.

● Students understand human, cultural, and societal issues related to technology and practice legal and ethical behavior (ISTE 5 - Digital Citizenship).
  ○ Advocate and practice safe, legal, and responsible use of information and technology.
  ○ Exhibit a positive attitude toward using technology that supports collaboration, learning, and productivity.
  ○ Demonstrate personal responsibility for lifelong learning.
  ○ Exhibit leadership for digital citizenship.

● Students demonstrate a sound understanding of technology concepts, systems, and operations (ISTE 6 - Technology Operations and Concepts).
  ○ Understand and use technology systems.
  ○ Select and use applications effectively and productively.
  ○ Troubleshoot systems and applications.
  ○ Transfer current knowledge to learning of new technologies.
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**Essential Questions:**
1. Why do we give persuasive speeches?
2. How do speakers use logic and audience appeals in arguments?
3. How do you assess the relevance and credibility of bias information?
4. How is someone persuaded?

**Enduring Understanding/Big Ideas:**
1. At the end of the course students will be able to construct a biased thesis statement, support that thesis, and deliver a speech in a biased manner with the purpose of convincing the audition to change their opinion, idea, and belief on a certain topic.
2. Students will be able to use details from text to analyze and evaluate the logic, reasonableness, and audience appeal of arguments in texts.
3. At the end of the course students will be able to locate and use multiple primary and secondary sources to select relevant and credible information - evaluate reliability of information - evaluate reliability of sources and apply said information to their topic.
4. Students will be able to use a variety of persuasive methodologies in order to influence a fact, value, or policy.

**Unit Vocabulary:**

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<td>● Ethos</td>
<td>● Question of Policy</td>
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<td>● Logos</td>
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<td></td>
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**Resources for Vocabulary Development:** The Art of Public Speaking 6th Edition
Engaging Experience 1  
Title: Types of Persuasive Speeches  
Suggested Length of Time: 1 Day  
Standards Addressed  

Priority:  
- Present information, findings, and supporting evidence, conveying a clear and distinct perspective, such that listeners can follow the line of reasoning, alternative or opposing perspectives are addressed, and the organization, development, substance, and style are appropriate to purpose, audience, and a range of formal and informal tasks. CCSS.ELA-SPEAKING&LISTENING.11-12.4

Supporting:  
- Students use digital media and environments to communicate and work collaboratively, including at a distance, to support individual learning and contribute to the learning of others (ISTE 2 - Communication and Collaboration).
  - Interact, collaborate, and publish with peers, experts, or others employing a variety of digital environments and media.
  - Communicate information and ideas effectively to multiple audiences using a variety of media and formats.
  - Develop cultural understanding and global awareness by engaging with learners of other cultures.
  - Contribute to project teams to produce original works or solve problems.
- Students use critical thinking skills to plan and conduct research, manage projects, solve problems, and make informed decisions using appropriate digital tools and resources (ISTE 4 - Critical Thinking, Problem Solving, and Decision Making).
  - Identify and define authentic problems and significant questions for investigation.
  - Plan and manage activities to develop a solution or complete a project.
  - Collect and analyze data to identify solutions and/or make informed decisions.
  - Use multiple processes and diverse perspectives to explore alternative solutions.

Detailed Description/Instructions: Students work in small groups and are given several types of persuasive speech types/questions written on notecards and must categorize each type of persuasive speech. Students then review other groups’ categorizations and amend their own categories accordingly and then report and defend their findings to the class.

Bloom’s Levels: Create  
Webb’s DOK: 3  
Rubric: Check for understanding
Engaging Experience 2
Title: Types of Persuasive Speeches
Suggested Length of Time: 1 Day
Standards Addressed

Priority:
- Present information, findings, and supporting evidence, conveying a clear and distinct perspective, such that listeners can follow the line of reasoning, alternative or opposing perspectives are addressed, and the organization, development, substance, and style are appropriate to purpose, audience, and a range of formal and informal tasks. CCSS.ELA-SPEAKING&LISTENING.11-12.4

Supporting:
- Students use critical thinking skills to plan and conduct research, manage projects, solve problems, and make informed decisions using appropriate digital tools and resources (ISTE 4 - Critical Thinking, Problem Solving, and Decision Making).
  - Identify and define authentic problems and significant questions for investigation.
  - Plan and manage activities to develop a solution or complete a project.
  - Collect and analyze data to identify solutions and/or make informed decisions.
  - Use multiple processes and diverse perspectives to explore alternative solutions.
- Students understand human, cultural, and societal issues related to technology and practice legal and ethical behavior (ISTE 5 - Digital Citizenship).
  - Advocate and practice safe, legal, and responsible use of information and technology.
  - Exhibit a positive attitude toward using technology that supports collaboration, learning, and productivity.
  - Demonstrate personal responsibility for lifelong learning.
  - Exhibit leadership for digital citizenship.
- Students demonstrate a sound understanding of technology concepts, systems, and operations (ISTE 6 - Technology Operations and Concepts).
  - Understand and use technology systems.
  - Select and use applications effectively and productively.
  - Troubleshoot systems and applications.
  - Transfer current knowledge to learning of new technologies.

Detailed Description/Instructions: Students will view two to three YouTube videos or videos of previous student speeches. They will discuss whether or not the speech was one of Fact, Value, or Policy. They will discuss in small groups what each speech was and what made it a speech of Fact, Value, or Policy. They will then present the information to the class. The final step in the process would be the ability to identify what their topic fits under for their persuasive speech.

Bloom’s Levels: Create
Webb’s DOK: 3
Rubric: To be created
Engaging Experience 3
Title: Type of Persuasive Speech
Suggested Length of Time: 2 Days

Standards Addressed

**Priority:**

- Adapt speech to a variety of contexts and tasks, demonstrating a command of formal English when indicated or appropriate. (See grades 11–12 Language standards 1 and 3 on page 54 for specific expectations.) CCSS.ELA-SPEAKING&LISTENING.11-12.6

**Supporting:**

- Students use digital media and environments to communicate and work collaboratively, including at a distance, to support individual learning and contribute to the learning of others (ISTE 2 - Communication and Collaboration).
  - Interact, collaborate, and publish with peers, experts, or others employing a variety of digital environments and media.
  - Communicate information and ideas effectively to multiple audiences using a variety of media and formats.
  - Develop cultural understanding and global awareness by engaging with learners of other cultures.
  - Contribute to project teams to produce original works or solve problems.

- Students apply digital tools to gather, evaluate, and use information (ISTE 3 - Research and Information Fluency).
  - Plan strategies to guide inquiry.
  - Locate, organize, analyze, evaluate, synthesize, and ethically use information from a variety of sources and media.
  - Evaluate and select information sources and digital tools based on the appropriateness to specific tasks.
  - Process data and report results.

**Detailed Description/Instructions:** Students will work in small groups to create questions of fact, value, and policy over current political, state, national, or worldly events. They will then work with their small group to present their various questions to the audience. Through this they will be able to show an understanding of various types of persuasive speeches and have the ability to create questions/thesis statements for those various questions. First day students would research events and discuss among their small groups. Second day present findings to the class and discuss among the whole class.

**Bloom’s Levels:** Apply

**Webb’s DOK:** 1

**Rubric:** Check for understanding
Engaging Experience 1
Title: Current Events Showing Need
Suggested Length of Time: 1 Day
Standards Addressed

Priority:

- 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. CCSS.ELA-SPEAKING&LISTENING.11-12.1

Supporting:

- Come to discussions prepared, having read and researched material under study; explicitly draw on that preparation by referring to evidence from texts and other research on the topic or issue to stimulate a thoughtful, well-reasoned exchange of ideas.
- Work with peers to promote civil, democratic discussions and decision-making, set clear goals and deadlines, and establish individual roles as needed.
- Propel conversations by posing and responding to questions that probe reasoning and evidence; ensure a hearing for a full range of positions on a topic or issue; clarify, verify, or challenge ideas and conclusions; and promote divergent and creative perspectives.
- Respond thoughtfully to diverse perspectives; synthesize comments, claims, and evidence made on all sides of an issue; resolve contradictions when possible; and determine what additional information or research is required to deepen the investigation or complete the task.

Detailed Description/Instructions: Students will identify a current event state, nationally, or worldly that has a call to action. The 1st day will require the students to research the current event to understand the problem. They will look at that problem and identify the facts of the situation that will thus prove there is a Need for a change. Students will be able to present their information to small and large group settings.

Bloom’s Levels: Apply, Evaluate, Create, Understand, Understand
Webb’s DOK: 1, 2, 3
Rubric: Check for understanding

Engaging Experience 2
Title: Current Events Showing a Plan
Suggested Length of Time: 1 Day
Standards Addressed

Priority:

- Present information, findings, and supporting evidence, conveying a clear and distinct perspective, such that listeners can follow the line of reasoning, alternative or opposing perspectives are addressed, and the organization, development, substance, and style are appropriate to purpose, audience, and a
range of formal and informal tasks. CCSS.ELA-SPEAKING&LISTENING.11-12.4

- Adapt speech to a variety of contexts and tasks, demonstrating a command of formal English when indicated or appropriate. (See grades 11–12 Language standards 1 and 3 on page 54 for specific expectations.) CCSS.ELA-SPEAKING&LISTENING.1

Supporting:

Detailed Description/Instructions: Students have already spent time researching and identifying needs for a particular current event. This second activity will require them to identify a Plan for how to change and fix the Need that currently exists. Their plan should address the need without creating greater problems. Students should look at how the plan specifically addresses the need and whether or not it will cause more problems within the situation. An example may be that there are racial tensions on a college campus. They have already shown a Need for change, now they will come up with a reasonable plan to fix the situation.

Bloom’s Levels: Create, Apply
Webb’s DOK: 1, 3
Rubric: To be created

Engaging Experience 3

Title: Current Event Practicality
Suggested Length of Time: 1 Day
Standards Addressed

Priority:
- Evaluate a speaker’s point of view, reasoning, and use of evidence and rhetoric, assessing the stance, premises, links among ideas, word choice, points of emphasis, and tone used. CCSS.ELA-SPEAKING&LISTENING.11-12.3

- Make strategic use of digital media (e.g., textual, graphical, audio, visual, and interactive elements) in presentations to enhance understanding of findings, reasoning, and evidence and to add interest. CCSS.ELA-SPEAKING&LISTENING.11-12.5

Supporting:

Detailed Description/Instructions: Students will work within their small groups for their third activity with current events to assess the practicalities of their plan they proposed. Students have shown a Need for a change, created a plan for that change, and now they will present their findings to a large group setting. This will be an opportunity to look and call into question the merits of the plan that is going to be put into place. Students will do a multimedia presentation or other visual aid program. This will allow the students to incorporate a visual aid into their public speaking. When the class evaluates the plan for each small group they may choose to use a plus/delta model to identify the positives and negatives of the plan.

Bloom’s Levels: Evaluate, Create
Webb’s DOK: 1, 3
Rubric: To be created
Engaging Experience 1
Title: Ethos, Pathos, Logos
Suggested Length of Time: 1 Day

Standards Addressed

Priority:

- Apply knowledge of language to understand how language functions in different contexts, to make effective choices for meaning or style, and to comprehend more fully when reading or listening. CCSS.ELA-LANGUAGE.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 choice, points of emphasis, and tone used. CCSS.ELA-SPEAKING&LISTENING.11-12.3

Supporting:

- Students use critical thinking skills to plan and conduct research, manage projects, solve problems, and make informed decisions using appropriate digital tools and resources (ISTE 4 - Critical Thinking, Problem Solving, and Decision Making).
  - Identify and define authentic problems and significant questions for investigation.
  - Plan and manage activities to develop a solution or complete a project.
  - Collect and analyze data to identify solutions and/or make informed decisions.
  - Use multiple processes and diverse perspectives to explore alternative solutions.
- Students understand human, cultural, and societal issues related to technology and practice legal and ethical behavior (ISTE 5 - Digital Citizenship).
  - Advocate and practice safe, legal, and responsible use of information and technology.
  - Exhibit a positive attitude toward using technology that supports collaboration, learning, and productivity.
  - Demonstrate personal responsibility for lifelong learning.
  - Exhibit leadership for digital citizenship.
- Students demonstrate a sound understanding of technology concepts, systems, and operations (ISTE 6 - Technology Operations and Concepts).
  - Understand and use technology systems.
  - Select and use applications effectively and productively.
  - Troubleshoot systems and applications.
  - Transfer current knowledge to learning of new technologies.
- Vary syntax for effect, consulting references (e.g., Tufte’s Artful Sentences) for guidance as needed; apply an understanding of syntax to the study of complex texts when reading.
- Demonstrate understanding of figurative language, word relationships, and nuances in word meanings. CCSS.ELA-LANGUAGE.11-12.5
  - Interpret figures of speech (e.g., hyperbole, paradox) in context and analyze their role in the text.
○ Analyze nuances in the meaning of words with similar denotations. SPEAKING&LISTENING.11-12.3

**Detailed Description/Instructions:** Students will be working with Infomercials/ Commercials to identify Ethos, Pathos, and Logos. The teacher may choose to show YouTube videos of real Infomercials or could also choose to use past student examples of infomercials. Before looking at the commercials for Ethos, Pathos, Logos, the teacher will lecture and give notes on the three elements of persuasion. Students will then take that information and apply it toward the infomercial they are viewing. How does the salesman or company establish/show Ethos (credibility) with their product? How does the salesman, company, or product establish/show Pathos (Emotion/Passion) for their product? How does the salesman, company, or product establish/show Logos (Logic) for their product or company?

**Bloom’s Levels:** Understand, Analyze

**Webb’s DOK:** 2, 4

**Rubric:** To be created

### Engaging Experience 2

**Title:** Sales Speech

**Suggested Length of Time:** 5 Days

**Standards Addressed**

**Priority:**

- Present information, findings, and supporting evidence, conveying a clear and distinct perspective, such that listeners can follow the line of reasoning, alternative or opposing perspectives are addressed, and the organization, development, substance, and style are appropriate to purpose, audience, and a range of formal and informal tasks. CCSS.ELA-SPEAKING&LISTENING.11-12.4

- Adapt speech to a variety of contexts and tasks, demonstrating a command of formal English when indicated or appropriate. (See grades 11–12 Language standards 1 and 3 on page 54 for specific expectations.) CCSS.ELA-SPEAKING&LISTENING.11-12.6

**Supporting:**

- Students demonstrate creative thinking, construct knowledge, and develop innovative products and processes using technology (ISTE 1 - Creativity and Innovation).
  ○ Apply existing knowledge to generate new ideas, products, or processes.
  ○ Create original works as a means of personal or group expression.
  ○ Use models and simulations to explore complex systems and issues.
  ○ Identify trends and forecast possibilities.

- Students use digital media and environments to communicate and work collaboratively, including at a distance, to support individual learning and contribute to the learning of others (ISTE 2 - Communication and Collaboration).
  ○ Interact, collaborate, and publish with peers, experts, or others employing a variety of digital environments and media.
  ○ Communicate information and ideas effectively to multiple audiences using a variety of media and formats.
  ○ Develop cultural understanding and global awareness by engaging with learners of other cultures.
○ Contribute to project teams to produce original works or solve problems.

● Students use critical thinking skills to plan and conduct research, manage projects, solve problems, and make informed decisions using appropriate digital tools and resources (ISTE 4 - Critical Thinking, Problem Solving, and Decision Making).
  ○ Identify and define authentic problems and significant questions for investigation.
  ○ Plan and manage activities to develop a solution or complete a project.
  ○ Collect and analyze data to identify solutions and/or make informed decisions.
  ○ Use multiple processes and diverse perspectives to explore alternative solutions.

**Detailed Description/Instructions:** Students will take their knowledge of Ethos, Pathos, and Logos and use it to create their own infomercial. Individually, students will create a sales pitch for a product. They may choose to use an existing product in the field or create a new product, never before seen or used. In class or outside of class, students will work to create a 1 to 2 minute commercial selling their product. Students could also present the information in an informal speech to the class. Students should focus on their Ethos, Pathos, and Logos in creating the commercial and selling the product.

**Bloom’s Levels:** Create, Apply

**Webb’s DOK:** 1, 3

**Rubric:** To be created
Engaging Experience 1

Title: Cognitive Dissonance

Suggested Length of Time: 1 Day

Standards Addressed

Priority:

- 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. CCSS.ELA-SPEAKING&LISTENING.11-12.1
- Evaluate a speaker’s point of view, reasoning, and use of evidence and rhetoric, assessing the stance, premises, links among ideas, word choice, points of emphasis, and tone used. CCSS.ELA-SPEAKING&LISTENING.11-12.3

Supporting:

- Students demonstrate creative thinking, construct knowledge, and develop innovative products and processes using technology (ISTE 1 - Creativity and Innovation).
  - Apply existing knowledge to generate new ideas, products, or processes.
  - Create original works as a means of personal or group expression.
  - Use models and simulations to explore complex systems and issues.
  - Identify trends and forecast possibilities.
- Students use digital media and environments to communicate and work collaboratively, including at a distance, to support individual learning and contribute to the learning of others (ISTE 2 - Communication and Collaboration).
  - Interact, collaborate, and publish with peers, experts, or others employing a variety of digital environments and media.
  - Communicate information and ideas effectively to multiple audiences using a variety of media and formats.
  - Develop cultural understanding and global awareness by engaging with learners of other cultures.
  - Contribute to project teams to produce original works or solve problems.
- Students use critical thinking skills to plan and conduct research, manage projects, solve problems, and make informed decisions using appropriate digital tools and resources (ISTE 4 - Critical Thinking, Problem Solving, and Decision Making).
  - Identify and define authentic problems and significant questions for investigation.
  - Plan and manage activities to develop a solution or complete a project.
  - Collect and analyze data to identify solutions and/or make informed decisions.
  - Use multiple processes and diverse perspectives to explore alternative solutions.

Detailed Description/Instructions: Students will use the ideas of Cognitive Dissonance to create a brief speech about an issue. Students will create doubt with the audience or consumer and give them a way to get rid of that doubt. For instance, we all feel safe in our town or city until we understand how much crime there is in the city. The idea that we are not safe anymore...
creates dissonance or doubt and we have to find a way to fix it and get back to that safe feeling. Here is where the persuasion comes in and the students will create a way to fix their problem. They will start with outlining this plan on a piece of paper and work up to creating a short 2-3 minute speech about what the problem is, why/how it is affecting you and how to fix it.

**Bloom’s Levels:** Apply, Evaluate

**Webb’s DOK:** 2, 3, 4

Rubric: to be created

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Engaging Experience 2

**Title:** Persuasive Techniques

**Suggested Length of Time:** 1 Day

**Standards Addressed**

*Priority:*

- 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. CCSS.ELA-SPEAKING&LISTENING.11-12.1

*Supporting:*

- Students use critical thinking skills to plan and conduct research, manage projects, solve problems, and make informed decisions using appropriate digital tools and resources (ISTE 4 - Critical Thinking, Problem Solving, and Decision Making).
  - Identify and define authentic problems and significant questions for investigation.
  - Plan and manage activities to develop a solution or complete a project.
  - Collect and analyze data to identify solutions and/or make informed decisions.
  - Use multiple processes and diverse perspectives to explore alternative solutions.

**Detailed Description/Instructions:** The teacher will provide notes over Persuasive Techniques that you can use within persuasion. Students will view commercials and listen to speeches to identify the different techniques used and how they were used within the speeches and commercials.

**Bloom’s Levels:** Apply

**Webb’s DOK:** 2, 3

**Rubric:** Check for understanding
**Engaging Experience 3**

**Title:** Audience Needs

**Suggested Length of Time:** 1 Day

**Standards Addressed**

**Priority:**

- 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. CCSS.ELA-SPEAKING&LISTENING.11-12.1

**Supporting:**

- Students apply digital tools to gather, evaluate, and use information (ISTE 3 - Research and Information Fluency).
  - Plan strategies to guide inquiry.
  - Locate, organize, analyze, evaluate, synthesize, and ethically use information from a variety of sources and media.
  - Evaluate and select information sources and digital tools based on the appropriateness to specific tasks.
  - Process data and report results.

- Students use critical thinking skills to plan and conduct research, manage projects, solve problems, and make informed decisions using appropriate digital tools and resources (ISTE 4 - Critical Thinking, Problem Solving, and Decision Making).
  - Identify and define authentic problems and significant questions for investigation.
  - Plan and manage activities to develop a solution or complete a project.
  - Collect and analyze data to identify solutions and/or make informed decisions.
  - Use multiple processes and diverse perspectives to explore alternative solutions.

**Detailed Description/Instructions:** The teacher will discuss Audience Needs that can be used within persuasion. Students will view commercials and listen to speeches to identify the different audience needs addressed and how they were addressed within the speeches and/or commercials. This will allow the students to take a deeper look at how people are motivated to change. What drives someone to be persuaded and make changes?

**Bloom’s Levels:** Apply

**Webb’s DOK:** 2, 3

**Rubric:** Check for understanding
## Topic 5: Line of Reasoning

**Engaging Experience 1**

**Title:** Line of Reasoning/Propaganda  
**Suggested Length of Time:** 1 Day

**Standards Addressed**

**Priority:**
- Evaluate a speaker’s point of view, reasoning, and use of evidence and rhetoric, assessing the stance, premises, links among ideas, word choice, points of emphasis, and tone used. CCSS.ELA-SPEAKING&LISTENING.11-12.3
- Make strategic use of digital media (e.g., textual, graphical, audio, visual, and interactive elements) in presentations to enhance understanding of findings, reasoning, and evidence and to add interest. CCSS.ELA-SPEAKING&LISTENING.11-12.5

**Supporting:**
- Students demonstrate creative thinking, construct knowledge, and develop innovative products and processes using technology (ISTE 1 - Creativity and Innovation).
  - Apply existing knowledge to generate new ideas, products, or processes.
  - Create original works as a means of personal or group expression.
  - Use models and simulations to explore complex systems and issues.
  - Identify trends and forecast possibilities.
- Students use digital media and environments to communicate and work collaboratively, including at a distance, to support individual learning and contribute to the learning of others (ISTE 2 - Communication and Collaboration).
  - Interact, collaborate, and publish with peers, experts, or others employing a variety of digital environments and media.
  - Communicate information and ideas effectively to multiple audiences using a variety of media and formats.
  - Develop cultural understanding and global awareness by engaging with learners of other cultures.
  - Contribute to project teams to produce original works or solve problems.
- Students apply digital tools to gather, evaluate, and use information (ISTE 3 - Research and Information Fluency).
  - Plan strategies to guide inquiry.
  - Locate, organize, analyze, evaluate, synthesize, and ethically use information from a variety of sources and media.
  - Evaluate and select information sources and digital tools based on the appropriateness to specific tasks.
  - Process data and report results.
- Students use critical thinking skills to plan and conduct research, manage projects, solve problems, and make informed decisions using appropriate digital tools and resources (ISTE 4 - Critical Thinking, Problem Solving, and Decision Making).
  - Identify and define authentic problems and significant questions for investigation.
  - Plan and manage activities to develop a solution or complete a project.
● Collect and analyze data to identify solutions and/or make informed decisions.

○ Use multiple processes and diverse perspectives to explore alternative solutions.

● Students understand human, cultural, and societal issues related to technology and practice legal and ethical behavior (ISTE 5 - Digital Citizenship).

○ Advocate and practice safe, legal, and responsible use of information and technology.

○ Exhibit a positive attitude toward using technology that supports collaboration, learning, and productivity.

○ Demonstrate personal responsibility for lifelong learning.

○ Exhibit leadership for digital citizenship.

● Students demonstrate a sound understanding of technology concepts, systems, and operations (ISTE 6 - Technology Operations and Concepts).

○ Understand and use technology systems.

○ Select and use applications effectively and productively.

○ Troubleshoot systems and applications.

○ Transfer current knowledge to learning of new technologies.

**Detailed Description/Instructions:** Students will view a variety of commercials and identify the propaganda technique employed. After viewing the commercials, students will incorporate the think-pair-share strategy to share their findings. Students will then work in pairs and be given a propaganda type to find in other print or video commercials that were not viewed in class. In a multimedia presentation, students will then define the type of propaganda they explored and share the examples they found with the class.

**Bloom’s Levels:** Evaluate, Create

**Webb’s DOK:** 2, 3

**Rubric:** To be created

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**Engaging Experience 2**

**Title:** Line of Reasoning

**Suggested Length of Time:** 2 Days

**Standards Addressed**

**Priority:**

● Present information, findings, and supporting evidence, conveying a clear and distinct perspective, such that listeners can follow the line of reasoning, alternative or opposing perspectives are addressed, and the organization, development, substance, and style are appropriate to purpose, audience, and a range of formal and informal tasks. CCSS.ELA-SPEAKING&LISTENING.11-12.4

● Adapt speech to a variety of contexts and tasks, demonstrating a command of formal English when indicated or appropriate. (See grades 11–12 Language standards 1 and 3 on page 54 for specific expectations.) CCSS.ELA-SPEAKING&LISTENING.11-12.6

● Demonstrate command of the conventions of Standard English grammar and usage when writing or speaking. CCSS.ELA-LANGUAGE.11-12.1

**Supporting:**
● Students use digital media and environments to communicate and work collaboratively, including at a distance, to support individual learning and contribute to the learning of others (ISTE 2 - Communication and Collaboration).
  ○ Interact, collaborate, and publish with peers, experts, or others employing a variety of digital environments and media.
  ○ Communicate information and ideas effectively to multiple audiences using a variety of media and formats.
  ○ Develop cultural understanding and global awareness by engaging with learners of other cultures.
  ○ Contribute to project teams to produce original works or solve problems.
● Students use critical thinking skills to plan and conduct research, manage projects, solve problems, and make informed decisions using appropriate digital tools and resources (ISTE 4 - Critical Thinking, Problem Solving, and Decision Making).
  ○ Identify and define authentic problems and significant questions for investigation.
  ○ Plan and manage activities to develop a solution or complete a project.
  ○ Collect and analyze data to identify solutions and/or make informed decisions.
  ○ Use multiple processes and diverse perspectives to explore alternative solutions.

**Detailed Description/Instructions:** Students will view a variety of historic as well as contemporary political speeches/debates during which they identify the line of reasoning employed by the speaker. After having shared and supported their findings in a whole-class discussion, students will work in small groups and develop their own line of reasoning to counter the arguments presented in the speeches and present those arguments in class. For example, students may view a speech by Donald Trump and identify his line of reasoning. Then, using their own line of reasoning, they will create arguments to counter his.

**Bloom’s Levels:** Analyze, Create
**Webb’s DOK:** 1, 4
**Rubric:** Check for understanding
Engaging Scenario (An Engaging Scenario is a culminating activity that includes the following components: situation, challenge, specific roles, audience, product or performance.)

Students will identify a topic, research that topic, and present a persuasive speech. Students will speak from 5-10 minutes about a certain topic. They will be able to identify if the topic is one of Fact, Value, or Policy. They will create a Thesis for that topic. They will identify three main points in support of the topic. They will create an outline and works cited page for the topic. They will incorporate verbal citations when presenting their information. Students will incorporate and focus on their Ethos, Pathos, and Logos while researching and presenting their information. Over the course of the speech, students should identify a Need, a Plan to fix that need, and be able to show the Practicality of that Plan.

Rubric for Engaging Scenario: To be created
# Summary of Engaging Learning Experiences for Topics

<table>
<thead>
<tr>
<th>Topic</th>
<th>Engaging Experience Title</th>
<th>Description</th>
<th>Suggested Length of Time</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Types of Persuasive Speeches</td>
<td>Students work in small groups and are given several types of persuasive speech types/questions written on notecards and must categorize each type of persuasive speech. Students then review other groups’ categorizations and amend their own categories accordingly and then report and defend their findings to the class.</td>
<td>1 Day</td>
</tr>
<tr>
<td>1</td>
<td>Types of Persuasive Speeches</td>
<td>Students will view two to three YouTube videos or videos of previous student speeches. They will discuss whether or not the speech was one of Fact, Value, or Policy. They will discuss in small groups what each speech was and what made it a speech of Fact, Value, or Policy. They will then present the information to the class. The final step in the process would be the ability to identify what their topic fits under for their persuasive speech.</td>
<td>1 Day</td>
</tr>
<tr>
<td>1</td>
<td>Type of Persuasive Speech</td>
<td>Students will work in small groups to create questions of fact, value, and policy over current political, state, national, or worldly events. They will then work with their small group to present their various questions to the audience. Through this they will be able to show an understanding of various types of persuasive speeches and have the ability to create questions/thesis statements for those various questions. First day students would research events and discuss among their small groups. Second day present findings.</td>
<td>2 Days</td>
</tr>
<tr>
<td>2</td>
<td>Current Events Showing Need</td>
<td>Students will identify a current event state, nationally, or worldly that has a call to action. The 1st day will require the students to research the current event to understand the problem. They will look at that problem and identify the facts of the situation that will thus prove there is a Need for a change. Students will be able to present their information to small and large group settings.</td>
<td>1 Day</td>
</tr>
<tr>
<td>2</td>
<td>Current Events Showing a Plan</td>
<td>Students have already spent time researching and identifying needs for a particular current event. This second activity will require them to identify a Plan for how to change and fix the Need that currently exists. Their plan should address the need without creating greater problems. Students should look at how the plan specifically addresses the need and whether or not it will cause more problems within the situation. An example may be that there are racial tensions on a college campus. They have already shown a Need for change, now they will come up with a reasonable plan to fix the situation.</td>
<td>1 Day</td>
</tr>
<tr>
<td>2</td>
<td>Current Event Practicality</td>
<td>Students will work within their small groups for their third activity with current events to assess the practicalities of their plan they proposed. Students have shown a Need for a change, created a plan for that change, and now they will present their findings to a large group setting. This will be an opportunity to look and call into question the merits of the plan that is going to be put into place. Students will do a multimedia presentation or other visual aid program. This will allow the students to incorporate a visual aid into their public speaking. When the class evaluates the plan for each small group they may choose to use a plus/delta model to identify the positives and negatives of the plan.</td>
<td>1 Day</td>
</tr>
<tr>
<td>3</td>
<td>Ethos, Pathos, Logos</td>
<td>Students will be working with Infomercials/Commercials to identify Ethos, Pathos, and Logos. The teacher may choose to show YouTube videos of real Infomercials or could also choose to use past student examples of infomercials. Before looking at the commercials for Ethos, Pathos, Logos, the teacher will lecture and give notes on the three elements of persuasion. Students will then take that information and apply it toward the infomercial they are viewing. How does the salesman or company establish/show Ethos (credibility) with their product? How does the salesman, company, or product establish/show Pathos (Emotion/Passion) for their product? How does the salesman, company, or product establish/show Logos (Logic) for their product or company?</td>
<td>1 Day</td>
</tr>
<tr>
<td>3</td>
<td>Sales Speech</td>
<td>Students will take their knowledge of Ethos, Pathos, and Logos and use it to create their own infomercial. Individually, students will create a sales pitch for a product. They may choose to use an existing product in the field or create a new product, never before seen or used. In class or outside of class, students will work to create a 1 to 2 minute commercial selling their product. Students could also present the information in an informal speech to the class. Students should focus on their Ethos, Pathos, and Logos in creating the commercial and selling the product.</td>
<td>5 Days</td>
</tr>
<tr>
<td>4</td>
<td>Cognitive Dissonance</td>
<td>Students will use the ideas of Cognitive Dissonance to create a brief speech about an issue. Students will create doubt with the audience or consumer and give them a way to get rid of that doubt. For instance, we all feel safe in our town or city until we understand how much crime there is in the city. The idea that we are not safe anymore creates dissonance or doubt and we have to find a way to fix it and get back to that safe feeling. Here is where the persuasion comes in and the students will create a way to fix their problem. They will start with outlining this plan on a piece of paper and work up to creating a short 2-3 minute speech about what the problem is, why/how it is affecting you and how to fix it.</td>
<td>1 Day</td>
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<tr>
<td>4</td>
<td>Persuasive Techniques</td>
<td>The teacher will provide notes over Persuasive Techniques that you can use within persuasion. Students will view commercials and listen to speeches to identify the different techniques used and how they were used within the speeches and commercials.</td>
<td>1 Day</td>
</tr>
<tr>
<td>4</td>
<td>Audience Needs</td>
<td>The teacher will discuss Audience Needs that can be used within persuasion. Students will view commercials and listen to speeches to identify the different audience needs addressed and how they were addressed within the speeches and/or commercials. This will allow the students to take a deeper look at how people are motivated to change. What drives someone to be persuaded and make changes?</td>
<td>1 Day</td>
</tr>
<tr>
<td>5</td>
<td>Line of Reasoning/ Propaganda</td>
<td>Students will view a variety of commercials and identify the propaganda technique employed. After viewing the commercials, students will incorporate the think-pair-share strategy to share their findings. Students will then work in pairs and be given a propaganda type to find in other print or video commercials that were not viewed in class. In a multimedia presentation, students will then define the type of propaganda they explored and share the examples they found with the class.</td>
<td>1 Day</td>
</tr>
<tr>
<td>5</td>
<td>Line of Reasoning</td>
<td>Students will view a variety of historic as well as contemporary political speeches/debates during which they identify the line of reasoning employed by the speaker. After having shared and supported their findings in a whole-class discussion, students will work in small groups and develop their own line of reasoning to counter the arguments presented in the speeches and present those arguments in class. For example, students may view a speech by Donald Trump and identify his line of reasoning. Then, using their own line of reasoning, they will create arguments to counter his.</td>
<td>2 Days</td>
</tr>
</tbody>
</table>
Unit 5: Group Communication

Subject: Speech
Grade: 12th
Name of Unit: Group Communication
Length of Unit: 3 Weeks

Overview of Unit: Students will understand the importance, relevance, and significance of small group communication. They will apply theories and strategies of small group communication in their own small group project.

Priority Standards for unit:

- 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. CCSS.ELA-SPEAKING&LISTENING.11-12.1
  - Come to discussions prepared, having read and researched material under study; explicitly draw on that preparation by referring to evidence from texts and other research on the topic or issue to stimulate a thoughtful, well-reasoned exchange of ideas.
  - Work with peers to promote civil, democratic discussions and decision-making, set clear goals and deadlines, and establish individual roles as needed.
  - Propel conversations by posing and responding to questions that probe reasoning and evidence; ensure a hearing for a full range of positions on a topic or issue; clarify, verify, or challenge ideas and conclusions; and promote divergent and creative perspectives.
  - Respond thoughtfully to diverse perspectives; synthesize comments, claims, and evidence made on all sides of an issue; resolve contradictions when possible; and determine what additional information or research is required to deepen the investigation or complete the task.

- Present information, findings, and supporting evidence, conveying a clear and distinct perspective, such that listeners can follow the line of reasoning, alternative or opposing perspectives are addressed, and the organization, development, substance, and style are appropriate to purpose, audience, and a range of formal and informal tasks. CCSS.ELA-SPEAKING&LISTENING.11-12.4

- Adapt speech to a variety of contexts and tasks, demonstrating a command of formal English when indicated or appropriate. (See grades 11–12 Language standards 1 and 3 on page 54 for specific expectations.) CCSS.ELA-SPEAKING&LISTENING.11-12.6

- Demonstrate command of the conventions of Standard English grammar and usage when writing or speaking. CCSS.ELA-LANGUAGE.11-12.1
  - Apply the understanding that usage is a matter of convention, can change over time, and is sometimes contested.
  - Resolve issues of complex or contested usage, consulting references (e.g., *Merriam-Webster’s Dictionary of English Usage, Garner’s Modern American Usage*) as needed.
• Evaluate a speaker’s point of view, reasoning, and use of evidence and rhetoric, assessing
  the stance, premises, links among ideas, word choice, points of emphasis, and tone used.
  CCSS.ELA-SPEAKING&LISTENING.11-12.3
• Make strategic use of digital media (e.g., textual, graphical, audio, visual, and interactive
  elements) in presentations to enhance understanding of findings, reasoning, and evidence
  and to add interest. CCSS.ELA-SPEAKING&LISTENING.11-12.5

Supporting Standards for unit:
• Apply knowledge of language to understand how language functions in different
  contexts, to make effective choices for meaning or style, and to comprehend more fully
  when reading or listening. CCSS.ELA-LANGUAGE.11-12.3
  ○ Vary syntax for effect, consulting references (e.g., Tuft’s *Artful Sentences*) for
    guidance as needed; apply an understanding of syntax to the study of complex
    texts when reading.
• Demonstrate understanding of figurative language, word relationships, and nuances in
  word meanings. CCSS.ELA-LANGUAGE.11-12.5
  ○ Interpret figures of speech (e.g., hyperbole, paradox) in context and analyze their
    role in the text.
  ○ Analyze nuances in the meaning of words with similar denotations.
• Students demonstrate creative thinking, construct knowledge, and develop innovative
  products and processes using technology (ISTE 1 - Creativity and Innovation).
  ○ Apply existing knowledge to generate new ideas, products, or processes.
  ○ Create original works as a means of personal or group expression.
  ○ Use models and simulations to explore complex systems and issues.
  ○ Identify trends and forecast possibilities.
• Students use digital media and environments to communicate and work collaboratively,
  including at a distance, to support individual learning and contribute to the learning of
  others (ISTE 2 - Communication and Collaboration).
  ○ Interact, collaborate, and publish with peers, experts, or others employing a
    variety of digital environments and media.
  ○ Communicate information and ideas effectively to multiple audiences using a
    variety of media and formats.
  ○ Develop cultural understanding and global awareness by engaging with learners
    of other cultures.
  ○ Contribute to project teams to produce original works or solve problems.
• Students apply digital tools to gather, evaluate, and use information (ISTE 3 - Research
  and Information Fluency).
  ○ Plan strategies to guide inquiry.
  ○ Locate, organize, analyze, evaluate, synthesize, and ethically use information
    from a variety of sources and media.
  ○ Evaluate and select information sources and digital tools based on the
    appropriateness to specific tasks.
  ○ Process data and report results.
• Students use critical thinking skills to plan and conduct research, manage projects, solve
  problems, and make informed decisions using appropriate digital tools and resources
  (ISTE 4 - Critical Thinking, Problem Solving, and Decision Making).
  ○ Identify and define authentic problems and significant questions for investigation.
○ Plan and manage activities to develop a solution or complete a project.
○ Collect and analyze data to identify solutions and/or make informed decisions.
○ Use multiple processes and diverse perspectives to explore alternative solutions.
  ● Students demonstrate a sound understanding of technology concepts, systems, and operations (ISTE 6 - Technology Operations and Concepts).
    ○ Understand and use technology systems.
    ○ Select and use applications effectively and productively.
    ○ Troubleshoot systems and applications.
    ○ Transfer current knowledge to learning of new technologies.
<table>
<thead>
<tr>
<th>Unwrapped Concepts (Students need to know)</th>
<th>Unwrapped Skills (Students need to be able to do)</th>
<th>Bloom's Taxonomy Levels</th>
<th>Webb's DOK</th>
</tr>
</thead>
<tbody>
<tr>
<td>a range of collaborative discussions</td>
<td>Initiate</td>
<td>Apply</td>
<td>2</td>
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<tr>
<td>in a range of collaborative discussions</td>
<td>Participate</td>
<td>Apply</td>
<td>3</td>
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<tr>
<td>to discuss read and researched material under study</td>
<td>Prepare</td>
<td>Create</td>
<td>2</td>
</tr>
<tr>
<td>with peers to promote civil, democratic discussions and decision-making</td>
<td>Work</td>
<td>Evaluate</td>
<td>3</td>
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<tr>
<td>clear goals and deadlines, and establish individual roles as needed</td>
<td>Set</td>
<td>Apply</td>
<td>1</td>
</tr>
<tr>
<td>questions that probe reasoning and evidence</td>
<td>Pose</td>
<td>Create</td>
<td>1</td>
</tr>
<tr>
<td>to questions that probe reasoning and evidence</td>
<td>Respond</td>
<td>Understand</td>
<td>2</td>
</tr>
<tr>
<td>to diverse perspectives</td>
<td>Respond</td>
<td>Evaluate</td>
<td>4</td>
</tr>
<tr>
<td>comments, claims, and evidence made on all sides of an issue</td>
<td>Synthesize</td>
<td>Analyze</td>
<td>4</td>
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<tr>
<td>contradictions</td>
<td>Resolve</td>
<td>Understand</td>
<td>3</td>
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<tr>
<td>additional information or research is required to deepen the investigation or complete the task</td>
<td>Determine</td>
<td>Evaluate</td>
<td>2</td>
</tr>
<tr>
<td>information, findings, and supporting evidence, and the speech to a variety of contexts and tasks</td>
<td>Present</td>
<td>Create</td>
<td>3</td>
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<tr>
<td>command of the conventions of standard English grammar and usage when writing or speaking</td>
<td>Adapt</td>
<td>Apply</td>
<td>1</td>
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<tr>
<td>understanding that usage is a matter of convention, can change over time, and is sometimes contested</td>
<td>Apply</td>
<td>Apply</td>
<td>1</td>
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<tr>
<td>Issue</td>
<td>Action</td>
<td>Action</td>
<td>Level</td>
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<tr>
<td>issues of complex or contested usage, consulting references as needed</td>
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<td>3</td>
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<tr>
<td>a speaker’s point of view, reasoning, and use of evidence and rhetoric</td>
<td>Evaluate</td>
<td>Evaluate</td>
<td>4</td>
</tr>
<tr>
<td>the stance, premises, links among ideas, word choice, points of emphasis, and tone used</td>
<td>Assess</td>
<td>Evaluate</td>
<td>4</td>
</tr>
<tr>
<td>strategic use of digital media (e.g., textual, graphical, audio, visual, and interactive elements) in presentations to enhance understanding of findings, reasoning, and evidence and to add interest</td>
<td>Create</td>
<td>Create</td>
<td>3</td>
</tr>
</tbody>
</table>
**Essential Questions:**
1. How does communication differ depending on subject, media, and feedback?
2. Why is it important to evaluate the messages of other speakers?
3. How does group communication function?

**Enduring Understanding/Big Ideas:**
1. The students will participate in discussions and presentations, - create concise presentations on a variety of topics - incorporate appropriate media or technology - respond to feedback - defend ideas - demonstrate poise and self-control.
2. Students will be able to listen and evaluate their own and others' effectiveness in presentations and group discussions, using provided criteria - to evaluate the validity and reliability of speakers’ messages.
3. Students will be able to work in a variety of group settings identifying agendas, policies, and norms of the group. Students will create roles and maintain those roles in their group and will be able to better deal with conflict resolution within the group.

**Unit Vocabulary:**

<table>
<thead>
<tr>
<th>Academic Cross-Curricular Words</th>
<th>Content/Domain Specific</th>
</tr>
</thead>
<tbody>
<tr>
<td>● Problem-solving</td>
<td>● Consensus</td>
</tr>
<tr>
<td>● Leadership</td>
<td>● Hidden Agenda</td>
</tr>
<tr>
<td></td>
<td>● Maintenance Needs</td>
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<td></td>
<td>● Procedural Needs</td>
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<td>● Reflective Thinking Method</td>
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<td></td>
<td>● Round-Table</td>
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<td></td>
<td>● Symposium</td>
</tr>
<tr>
<td></td>
<td>● Task Needs</td>
</tr>
</tbody>
</table>

Engaging Experience 1
Title: 12 Angry Men
Suggested Length of time: 3 Days
Standards Addressed:

Priority:
- 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. CCSS.ELA-SPEAKING&LISTENING.11-12.1
- Present information, findings, and supporting evidence, conveying a clear and distinct perspective, such that listeners can follow the line of reasoning, alternative or opposing perspectives are addressed, and the organization, development, substance, and style are appropriate to purpose, audience, and a range of formal and informal tasks. CCSS.ELA-SPEAKING&LISTENING.11-12.4

Supporting:
- Students apply digital tools to gather, evaluate, and use information (ISTE 3 - Research and Information Fluency).
  - Plan strategies to guide inquiry.
  - Locate, organize, analyze, evaluate, synthesize, and ethically use information from a variety of sources and media.
  - Evaluate and select information sources and digital tools based on the appropriateness to specific tasks.
  - Process data and report results.
- Students use critical thinking skills to plan and conduct research, manage projects, solve problems, and make informed decisions using appropriate digital tools and resources (ISTE 4 - Critical Thinking, Problem Solving, and Decision Making).
  - Identify and define authentic problems and significant questions for investigation.
  - Plan and manage activities to develop a solution or complete a project.
  - Collect and analyze data to identify solutions and/or make informed decisions.
  - Use multiple processes and diverse perspectives to explore alternative solutions.

Detailed Description/Instructions: Students will view the movie “12 Angry Men.” They will then work as a group to identify the various types of leadership exemplified throughout the movie and, using a plus/delta chart, identify the effectiveness/ineffectiveness of each type of leadership. They will share their findings with the class.

Bloom’s Levels: Apply, Create
Webb’s DOK: 2, 3
Rubric: Check for understanding
**Engaging Experience 2**

**Title:** Kinds of Leadership

**Suggested Length of Time:** 1 Day

**Standards Addressed**

**Priority:**

- 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. CCSS.ELA-SPEAKING&LISTENING.11-12.1

- Propel conversations by posing and responding to questions that probe reasoning and evidence; ensure a hearing for a full range of positions on a topic or issue; clarify, verify, or challenge ideas and conclusions; and promote divergent and creative perspectives.

- Respond thoughtfully to diverse perspectives; synthesize comments, claims, and evidence made on all sides of an issue; resolve contradictions when possible; and determine what additional information or research is required to deepen the investigation or complete the task.

**Supporting:**

- Students use critical thinking skills to plan and conduct research, manage projects, solve problems, and make informed decisions using appropriate digital tools and resources (ISTE 4 - Critical Thinking, Problem Solving, and Decision Making).
  - Identify and define authentic problems and significant questions for investigation.
  - Plan and manage activities to develop a solution or complete a project.
  - Collect and analyze data to identify solutions and/or make informed decisions.
  - Use multiple processes and diverse perspectives to explore alternative solutions.

**Detailed Description/Instructions:** The teacher will provide notes describing the four different kinds of small group leadership. Students will break up into small groups of their own and discuss the different kinds of leadership and use a plus/delta model for identifying the positives and possible drawbacks to each kind of leadership. Students will then look at specific situations that they have been in themselves and identify the types of leadership displayed in their situation and the positives or negatives that resulted in that type of leadership.

**Bloom’s Levels:** Apply, Create, Understand, Evaluate

**Webb’s DOK:** 1, 2, 3, 4

**Rubric:** Check for Understanding
Engaging Experience 1
Title: Lost on the Moon
Suggested Length of Time: 1 Day

Standards Addressed

Priority:
- 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. CCSS.ELA-SPEAKING&LISTENING.11-12.1

Supporting:
- Students use digital media and environments to communicate and work collaboratively, including at a distance, to support individual learning and contribute to the learning of others (ISTE 2 - Communication and Collaboration).
  - Interact, collaborate, and publish with peers, experts, or others employing a variety of digital environments and media.
  - Communicate information and ideas effectively to multiple audiences using a variety of media and formats.
  - Develop cultural understanding and global awareness by engaging with learners of other cultures.
  - Contribute to project teams to produce original works or solve problems.
- Students use critical thinking skills to plan and conduct research, manage projects, solve problems, and make informed decisions using appropriate digital tools and resources (ISTE 4 - Critical Thinking, Problem Solving, and Decision Making).
  - Identify and define authentic problems and significant questions for investigation.
  - Plan and manage activities to develop a solution or complete a project.
  - Collect and analyze data to identify solutions and/or make informed decisions.
  - Use multiple processes and diverse perspectives to explore alternative solutions.

Detailed Description/Instructions: Student will individually complete the NASA “Lost on the Moon” worksheet which asks them to rank a list of items based on importance if they were lost on the moon. After completing the worksheet individually, they will meet in a random small group, discuss their answers and then come to a consensus ranking of the items. Students will then be given the “correct” answers and justifications based on the NASA activity.

Bloom’s Levels: Apply
Webb’s DOK: 2
Rubric: Check for understanding
Engaging Experience 2  
Title: Have a Heart  
Suggested Length of Time: 1 Day  

Standards Addressed  
Priority:  
- 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. CCSS.ELA-SPEAKING&LISTENING.11-12.1  
- Propel conversations by posing and responding to questions that probe reasoning and evidence.  

Supporting:  
- Students use digital media and environments to communicate and work collaboratively, including at a distance, to support individual learning and contribute to the learning of others (ISTE 2 - Communication and Collaboration).  
  - Interact, collaborate, and publish with peers, experts, or others employing a variety of digital environments and media.  
  - Communicate information and ideas effectively to multiple audiences using a variety of media and formats.  
  - Develop cultural understanding and global awareness by engaging with learners of other cultures.  
  - Contribute to project teams to produce original works or solve problems.  
- Students use critical thinking skills to plan and conduct research, manage projects, solve problems, and make informed decisions using appropriate digital tools and resources (ISTE 4 - Critical Thinking, Problem Solving, and Decision Making).  
  - Identify and define authentic problems and significant questions for investigation.  
  - Plan and manage activities to develop a solution or complete a project.  
  - Collect and analyze data to identify solutions and/or make informed decisions.  
  - Use multiple processes and diverse perspectives to explore alternative solutions.  
- Respond thoughtfully to diverse perspectives; synthesize comments, claims, and evidence made on all sides of an issue; resolve contradictions when possible; and determine what additional information or research is required to deepen the investigation or complete the task.  

Detailed Description/Instructions: Students will begin the process of working in a group by participating in this activity. Students will divide up into small groups of 3-4 students. They will be presented with information about six possible candidates for a heart replacement. Before they meet the possible candidates, they will identify the wants and desires of the group. What are the important details in making this decision? What will be there criteria in making this decision? How will they determine a final decision for their group? Groups should also set a short agenda on what they want to do first, second, third, etc. Groups will then meet the candidates and begin to evaluate each candidate based on the criteria they deemed to be important in the decision making process. The Maintenance of the need will be very important in this setting as all members need to be heard and have their opinions valued. After each
member has had an opportunity to speak, groups will determine who the heart will go to and why. Be able to present their reasoning and selection to the rest of the class at the end of the block.

**Bloom’s Levels:** Apply, Create, Understand, Evaluate

**Webb’s DOK:** 1, 2, 3, 4

**Rubric:** Check for Understanding
Topic 3: Argumentation

Engaging Experience 1
Title: Conflict Resolution
Suggested Length of Time: 1 Day
Standards Addressed

Priority:
- Present information, findings, and supporting evidence, conveying a clear and distinct perspective, such that listeners can follow the line of reasoning, alternative or opposing perspectives are addressed, and the organization, development, substance, and style are appropriate to purpose, audience, and a range of formal and informal tasks. CCSS.ELA-SPEAKING&LISTENING.11-12.4

Supporting:
- Students use critical thinking skills to plan and conduct research, manage projects, solve problems, and make informed decisions using appropriate digital tools and resources (ISTE 4 - Critical Thinking, Problem Solving, and Decision Making).
  - Identify and define authentic problems and significant questions for investigation.
  - Plan and manage activities to develop a solution or complete a project.
  - Collect and analyze data to identify solutions and/or make informed decisions.
  - Use multiple processes and diverse perspectives to explore alternative solutions.

Detailed Description/Instructions: Students will be presented with an example of a group’s situation and have to identify a way in which they would deal with it. For example, you are in school working in a small group and one member of your group does not participate fully. The student will think and identify how they may deal with that particular student and particular situation. Groups will present their solution to the class.

Bloom’s Levels: Create
Webb’s DOK: 3
Rubric: Check for Understanding

Engaging Experience 2
Title: Agree/Disagree
Suggested Length of Time: 1 Day
Standards Addressed

Priority:
- Work with peers to promote civil, democratic discussions and decision-making, set clear goals and deadlines, and establish individual roles as needed.
- Propel conversations by posing and responding to questions that probe reasoning and evidence; ensure a hearing for a full range of positions on a topic or issue; clarify, verify, or challenge ideas and conclusions; and promote divergent and creative perspectives.
- Respond thoughtfully to diverse perspectives; synthesize comments, claims, and evidence made on all sides of an issue; resolve contradictions when possible; and
determine what additional information or research is required to deepen the investigation or complete the task.

Supporting:

- Students use critical thinking skills to plan and conduct research, manage projects, solve problems, and make informed decisions using appropriate digital tools and resources (ISTE 4 - Critical Thinking, Problem Solving, and Decision Making).
  - Identify and define authentic problems and significant questions for investigation.
  - Plan and manage activities to develop a solution or complete a project.
  - Collect and analyze data to identify solutions and/or make informed decisions.
  - Use multiple processes and diverse perspectives to explore alternative solutions.

- Students demonstrate a sound understanding of technology concepts, systems, and operations (ISTE 6 - Technology Operations and Concepts).
  - Understand and use technology systems.
  - Select and use applications effectively and productively.
  - Troubleshoot systems and applications.
  - Transfer current knowledge to learning of new technologies.

Detailed Description/Instructions: Students will fill out note cards and write topics/questions of discussion for the class. The topics can be controversial in nature and will provide the rest of the class with the opportunity to agree or disagree with that topic/question. The teacher will read the question/topic out loud and students will move to one of the four corners of the room; Agree, Disagree, Strongly Agree, Strongly Disagree. From this point students will be able to discuss what their agreements and disagreements as well as why they feel the way they do. This will allow for an open discussion and peaceful argumentation among the group.

Bloom’s Levels: Understand, Evaluate, Analyze
Webb’s DOK: 2, 3, 4,
Rubric: Check for Understanding
**Engaging Experience 1**  
*Title: Self-Analysis Surveys*  
*Suggested Length of Time: 1 Day*  
**Standards Addressed**  
*Priority:*  
- Present information, findings, and supporting evidence, conveying a clear and distinct perspective, such that listeners can follow the line of reasoning, alternative or opposing perspectives are addressed, and the organization, development, substance, and style are appropriate to purpose, audience, and a range of formal and informal tasks. CCSS.ELA-SPEAKING&LISTENING.11-12.4  
*Supporting:*  
- Students demonstrate creative thinking, construct knowledge, and develop innovative products and processes using technology (ISTE 1 - Creativity and Innovation).  
  - Apply existing knowledge to generate new ideas, products, or processes.  
  - Create original works as a means of personal or group expression.  
  - Use models and simulations to explore complex systems and issues.  
  - Identify trends and forecast possibilities.  
**Detailed Description/Instructions:** Students will complete both “Acceptance of Others Scale” and “Index of Peer Relations” (William F. Fey) and use the findings to assess their own strengths/weaknesses as a small group communicator. They will summarize their findings and report back to the class.  
**Bloom’s Levels:** Analyze, Create  
**Webb’s DOK:** 3, 4  
**Rubric:** Check for understandings

**Engaging Experience 2**  
*Title: Small Group Observation*  
*Suggested Length of Time: 1 Day*  
**Standards Addressed**  
*Priority:*  
- Evaluate a speaker’s point of view, reasoning, and use of evidence and rhetoric, assessing the stance, premises, links among ideas, word choice, points of emphasis, and tone used. CCSS.ELA-SPEAKING&LISTENING.11-12.3  
*Supporting:*  
- Students apply digital tools to gather, evaluate, and use information (ISTE 3 - Research and Information Fluency).  
  - Plan strategies to guide inquiry.  
  - Locate, organize, analyze, evaluate, synthesize, and ethically use information from a variety of sources and media.  
  - Evaluate and select information sources and digital tools based on the appropriateness to specific tasks.  
  - Process data and report results.
**Engaging Experience 3**

**Title:** Socratic Seminar

**Suggested Length of Time:** 1 Day

**Standards Addressed**

*Priority:*
- Work with peers to promote civil, democratic discussions and decision-making, set clear goals and deadlines, and establish individual roles as needed.
- Propel conversations by posing and responding to questions that probe reasoning and evidence; ensure a hearing for a full range of positions on a topic or issue; clarify, verify, or challenge ideas and conclusions; and promote divergent and creative perspectives.
- Respond thoughtfully to diverse perspectives; synthesize comments, claims, and evidence made on all sides of an issue; resolve contradictions when possible; and determine what additional information or research is required to deepen the investigation or complete the task.

*Supporting:*
- Students use digital media and environments to communicate and work collaboratively, including at a distance, to support individual learning and contribute to the learning of others (ISTE 2 - Communication and Collaboration).
  - Interact, collaborate, and publish with peers, experts, or others employing a variety of digital environments and media.
  - Communicate information and ideas effectively to multiple audiences using a variety of media and formats.
  - Develop cultural understanding and global awareness by engaging with learners of other cultures.
  - Contribute to project teams to produce original works or solve problems.

**Detailed Description/Instructions:** Students will participate in a large group discussion over the Balanced Scorecard for their respective high school. You could have the principal come in to meet with your class prior, to discuss the Balanced Scorecard, or the teacher can discuss and explain the information themselves. Students will take turns speaking about the various parts of the Balanced Scorecard. Students should be respectful of each other’s opinions and make sure to not incite arguments but to constructively look at other people’s opinions to fully understand those opinions.

*Bloom’s Levels:* Understand, Evaluate, Analyze

*Webb’s DOK:* 2, 3, 4

*Rubric:* Check for Understanding
**Engaging Scenario** (An Engaging Scenario is a culminating activity that includes the following components: situation, challenge, specific roles, audience, product or performance.)

Students will work in small groups to present information about a topic, such as small group speaking. The teacher may choose to have the students present on Balanced Scorecard, Newscast, Conspiracy Theories, and Philanthropic project, within the community or Movie Project - teacher’s choice. Students should set agendas for their group, have a calendar in place for their group, come up with roles for the group, possibly incorporate technology into their presentation, research their topic, work together to put a presentation together, present to large group.

**Rubric for Engaging Scenario:** To be created
<table>
<thead>
<tr>
<th>Topic</th>
<th>Engaging Experience Title</th>
<th>Description</th>
<th>Suggested Length of Time</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>12 Angry Men</td>
<td>Students will view the movie “12 Angry Men.” They will then work as a group to identify the various types of leadership exemplified throughout the movie and, using a plus/delta chart, identify the effectiveness/ineffectiveness of each type of leadership. They will share their findings with the class.</td>
<td>1 Day</td>
</tr>
<tr>
<td>1</td>
<td>Kinds of Leadership</td>
<td>The teacher will provide notes describing the four different kinds of small group leadership. Students will break up into small groups of their own and discuss the different kinds of leadership and use a plus/delta model for identifying the positives and possible drawbacks to each kind of leadership. Students will then look at specific situations that they have been in themselves and identify the types of leadership displayed in their situation and the positives or negatives that resulted in that type of leadership.</td>
<td>1 Day</td>
</tr>
<tr>
<td>2</td>
<td>Lost on the Moon</td>
<td>Student will individually complete the NASA “Lost on the Moon” worksheet which asks them to rank a list of items based on importance if they were lost on the moon. After completing the worksheet individually, they will meet in a random small group, discuss their answers and then come to a consensus ranking of the items. Students will then be given the “correct” answers and justifications based on the NASA activity.</td>
<td>1 Day</td>
</tr>
<tr>
<td>2</td>
<td>Have a Heart</td>
<td>Students will begin the process of working in a group by participating in this activity. Students will divide up into small groups of 3-4 students. They will be presented with information about six possible candidates for a heart replacement. Before they meet the possible candidates, they will identify the wants and desires of the group. What are the important details in making this decision? What will be there criteria in making this decision?</td>
<td>1 Day</td>
</tr>
</tbody>
</table>
How will they determine a final decision for their group? Groups should also set a short agenda on what they want to do first, second, third, etc. Groups will then meet the candidates and begin to evaluate each candidate based on the criteria they deemed to be important in the decision making process. The maintenance of the need will be very important in this setting as all members need to be heard and have their opinions valued. After each member has had an opportunity to speak, groups will determine who the heart will go to and why. Be able to present their reasoning and selection to the rest of the class at the end of the block.

<table>
<thead>
<tr>
<th>Activity</th>
<th>Description</th>
<th>Duration</th>
</tr>
</thead>
<tbody>
<tr>
<td>3 Conflict Resolution</td>
<td>Students will be presented with an example of a group’s situation and have to identify a way in which they would deal with it. For example, you are in school working in a small group and one member of your group does not participate fully. The student will think and identify how they may deal with that particular student and particular situation. Groups will present their solution to the class.</td>
<td>1 Day</td>
</tr>
<tr>
<td>3 Agree/ Disagree</td>
<td>Students will fill out note cards and write topics/questions of discussion for the class. The topics can be controversial in nature and will provide the rest of the class with the opportunity to agree or disagree with that topic/question. The teacher will read the question/topic out loud and students will move to one of the four corners of the room; Agree, Disagree, Strongly Agree, Strongly Disagree. From this point students will be able to discuss what their agreements and disagreements as well as why they feel the way they do. This will allow for an open discussion and peaceful argumentation among the group.</td>
<td>1 Day</td>
</tr>
<tr>
<td>4 Self-Analysis Surveys</td>
<td>Students will complete both “Acceptance of Others Scale” and “Index of Peer Relations” (William F. Fey) and use the findings to assess their own strengths/weaknesses as a small group communicator. They will summarize their findings and report back to the class.</td>
<td>1 Day</td>
</tr>
<tr>
<td>#</td>
<td>Activity</td>
<td>Description</td>
</tr>
<tr>
<td>---</td>
<td>----------------------------------</td>
<td>-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------</td>
</tr>
<tr>
<td>4</td>
<td>Small Group Observation</td>
<td>Students will attend a small group meeting of which they are NOT an active participant either in the school building or community (ex: board meeting, department meeting, committee meeting for extracurricular organization) and identify the strengths and weaknesses of the group. Students will report their findings to the class.</td>
</tr>
<tr>
<td>4</td>
<td>Socratic Seminar</td>
<td>Students will participate in a large group discussion over the Balanced Scorecard for their respective high school. You could have the principal come in to meet with your class prior, to discuss the Balanced Scorecard, or the teacher can discuss and explain the information themselves. Students will take turns speaking about the various parts of the Balanced Scorecard. Students should be respectful of each other’s opinions and make sure to not incite arguments but to constructively look at other people’s opinions to fully understand those opinions.</td>
</tr>
</tbody>
</table>
Unit 6: Entertain and Special Occasion

Subject: Speech
Grade: 12th
Name of Unit: Entertain/ Special Occasion
Length of Unit: 2 Weeks

Overview of Unit: Students will understand the purpose of speech as a socially normative function and its role and function at ceremonies and celebrations.

Priority Standards for unit:
- Adapt speech to a variety of contexts and tasks, demonstrating a command of formal English when indicated or appropriate. (See grades 11–12 Language standards 1 and 3 on page 54 for specific expectations.) CCSS.ELA-SPEAKING&LISTENING.11-12.6
- Demonstrate command of the conventions of Standard English grammar and usage when writing or speaking. CCSS.ELA-LANGUAGE.11-12.1
  - Apply the understanding that usage is a matter of convention, can change over time, and is sometimes contested.
  - Resolve issues of complex or contested usage, consulting references (e.g., Merriam-Webster’s Dictionary of English Usage, Garner’s Modern American Usage) as needed.
- Evaluate a speaker’s point of view, reasoning, and use of evidence and rhetoric, assessing the stance, premises, links among ideas, word choice, points of emphasis, and tone used. CCSS.ELA-SPEAKING&LISTENING.11-12.3

Supporting Standards for unit:
- Apply knowledge of language to understand how language functions in different contexts, to make effective choices for meaning or style, and to comprehend more fully when reading or listening. CCSS.ELA-LANGUAGE.11-12.3
  - Vary syntax for effect, consulting references (e.g., Tuft’s Artful Sentences) for guidance as needed; apply an understanding of syntax to the study of complex texts when reading.
- Demonstrate understanding of figurative language, word relationships, and nuances in word meanings. CCSS.ELA-LANGUAGE.11-12.5
  - Interpret figures of speech (e.g., hyperbole, paradox) in context and analyze their role in the text.
  - Analyze nuances in the meaning of words with similar denotations.
- Students demonstrate creative thinking, construct knowledge, and develop innovative products and processes using technology (ISTE 1 - Creativity and Innovation).
  - Apply existing knowledge to generate new ideas, products, or processes.
  - Create original works as a means of personal or group expression.
  - Use models and simulations to explore complex systems and issues.
  - Identify trends and forecast possibilities.
- Students use digital media and environments to communicate and work collaboratively, including at a distance, to support individual learning and contribute to the learning of others (ISTE 2 - Communication and Collaboration).
  - Interact, collaborate, and publish with peers, experts, or others employing a variety of digital environments and media.
Communicate information and ideas effectively to multiple audiences using a variety of media and formats.
Develop cultural understanding and global awareness by engaging with learners of other cultures.
Contribute to project teams to produce original works or solve problems.

- Students apply digital tools to gather, evaluate, and use information (ISTE 3 - Research and Information Fluency).
  - Plan strategies to guide inquiry.
  - Locate, organize, analyze, evaluate, synthesize, and ethically use information from a variety of sources and media.
  - Evaluate and select information sources and digital tools based on the appropriateness to specific tasks.
  - Process data and report results.

- Students use critical thinking skills to plan and conduct research, manage projects, solve problems, and make informed decisions using appropriate digital tools and resources (ISTE 4 - Critical Thinking, Problem Solving, and Decision Making).
  - Identify and define authentic problems and significant questions for investigation.
  - Plan and manage activities to develop a solution or complete a project.
  - Collect and analyze data to identify solutions and/or make informed decisions.
  - Use multiple processes and diverse perspectives to explore alternative solutions.

- Students understand human, cultural, and societal issues related to technology and practice legal and ethical behavior (ISTE 5 - Digital Citizenship).
  - Advocates and practice safe, legal, and responsible use of information and technology.
  - Exhibit a positive attitude toward using technology that supports collaboration, learning, and productivity.
  - Demonstrate personal responsibility for lifelong learning.
  - Exhibit leadership for digital citizenship.
<table>
<thead>
<tr>
<th>Unwrapped Concepts (Students need to know)</th>
<th>Unwrapped Skills (Students need to be able to do)</th>
<th>Bloom’s Taxonomy Levels</th>
<th>Webb's DOK</th>
</tr>
</thead>
<tbody>
<tr>
<td>speech to a variety of contexts and tasks</td>
<td>Adapt</td>
<td>Apply</td>
<td>1</td>
</tr>
<tr>
<td>command of the conventions of standard English grammar and usage when writing or speaking</td>
<td>Demonstrate</td>
<td>Apply</td>
<td>1</td>
</tr>
<tr>
<td>understanding that usage is a matter of convention, can change over time, and is sometimes contested</td>
<td>Apply</td>
<td>Apply</td>
<td>1</td>
</tr>
<tr>
<td>issues of complex or contested usage, consulting references as needed</td>
<td>Resolve</td>
<td>Analyze</td>
<td>3</td>
</tr>
<tr>
<td>a speaker’s point of view, reasoning, and use of evidence and rhetoric</td>
<td>Evaluate</td>
<td>Evaluate</td>
<td>4</td>
</tr>
<tr>
<td>the stance, premises, links among ideas, word choice, points of emphasis, and tone used</td>
<td>Assess</td>
<td>Evaluate</td>
<td>4</td>
</tr>
<tr>
<td>strategic use of digital media (e.g., textual, graphical, audio, visual, and interactive elements) in presentations to enhance understanding of findings, reasoning, and evidence and to add interest</td>
<td>Create</td>
<td>Create</td>
<td>3</td>
</tr>
</tbody>
</table>
**Essential Questions:**
1. Why is being able to speak extemporaneously an important skill?
2. Why do students need to be able to write a ceremonial speech?
3. How can a student incorporate acting skills into their presentations?

**Enduring Understanding/Big Ideas:**
1. At the end of the course students will be able to deliver a speech extemporaneously. Students will be able to create and deliver a speech over various, random topics, with little or no preparation time. Students will be able to use skills of creating a thesis, main points, outline for the purpose of this extemporaneous speech.
2. At the end of the course students will be able to construct a speech for a Ceremonial type of event. They will be able to write various speeches for various celebratory situations.
3. At the end of the course students will be able to combine acting with reading as they interpret another's published piece of writing. They will be able to show a wide variety of emotions while speaking, understanding how their non-verbal techniques contribute to the overall speech experience.

**Unit Vocabulary:**

<table>
<thead>
<tr>
<th>Academic Cross-Curricular Words</th>
<th>Content/Domain Specific</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Ceremonial</td>
</tr>
<tr>
<td></td>
<td>Commemorative Speech</td>
</tr>
<tr>
<td></td>
<td>Impromptu</td>
</tr>
<tr>
<td></td>
<td>Speech of Introduction</td>
</tr>
<tr>
<td></td>
<td>Toasts</td>
</tr>
</tbody>
</table>

Engaging Experience 1

Title: Oral Interpretation

Suggested Length of Time: 3 Days

Standards Addressed

Priority:

- Demonstrate command of the conventions of Standard English grammar and usage when writing or speaking. CCSS.ELA-LANGUAGE.11-12.1

Supporting:

- Students use critical thinking skills to plan and conduct research, manage projects, solve problems, and make informed decisions using appropriate digital tools and resources (ISTE 4 - Critical Thinking, Problem Solving, and Decision Making).
  - Identify and define authentic problems and significant questions for investigation.
  - Plan and manage activities to develop a solution or complete a project.
  - Collect and analyze data to identify solutions and/or make informed decisions.
  - Use multiple processes and diverse perspectives to explore alternative solutions.

- Students understand human, cultural, and societal issues related to technology and practice legal and ethical behavior (ISTE 5 - Digital Citizenship).
  - Advocate and practice safe, legal, and responsible use of information and technology.
  - Exhibit a positive attitude toward using technology that supports collaboration, learning, and productivity.
  - Demonstrate personal responsibility for lifelong learning.
  - Exhibit leadership for digital citizenship.

- Apply the understanding that usage is a matter of convention, can change over time, and is sometimes contested.

- Resolve issues of complex or contested usage, consulting references (e.g., Merriam-Webster’s Dictionary of English Usage, Garner’s Modern American Usage) as needed.

Detailed Description/Instructions: Students view video clips of national forensic HI competitions. They will also view Poetry Out Loud videos to gain better understanding of various elements of the Oral Interpretation. Students will view the videos to get a better idea of the combination of acting elements with speaking elements. Incorporating nonverbal into their speeches. Students will then discuss ways in which they can incorporate nonverbal communication into their speeches and use that information when constructing their Oral Interpretation Presentation.

Bloom’s Levels: Apply

Webb’s DOK: 1

Rubric: To be created
Engaging Experience 2
Title: Nonverbal
Suggested Length of Time: 1 Day

Standards Addressed

Priority:
- Adapt speech to a variety of contexts and tasks, demonstrating a command of formal English when indicated or appropriate. (See grades 11–12 Language standards 1 and 3 on page 54 for specific expectations.) CCSS.ELA-SPEAKING&LISTENING.11-12.6

Supporting:
- Students demonstrate creative thinking, construct knowledge, and develop innovative products and processes using technology (ISTE 1 - Creativity and Innovation).
  - Apply existing knowledge to generate new ideas, products, or processes.
  - Create original works as a means of personal or group expression.
  - Use models and simulations to explore complex systems and issues.
  - Identify trends and forecast possibilities.
- Students use digital media and environments to communicate and work collaboratively, including at a distance, to support individual learning and contribute to the learning of others (ISTE 2 - Communication and Collaboration).
  - Interact, collaborate, and publish with peers, experts, or others employing a variety of digital environments and media.
  - Communicate information and ideas effectively to multiple audiences using a variety of media and formats.
  - Develop cultural understanding and global awareness by engaging with learners of other cultures.
  - Contribute to project teams to produce original works or solve problems.

Detailed Description/Instructions: Students are given various simple sentences with simple commands on them. Working in small group or a partner, students have to communicate the simple task/command by using only nonverbal skills. Students are forced to look at how they can communicate without speaking. Students will work in small groups on presenting the information without communicating and then we will have a discussion on the benefits and the difficulties of trying to communicate without words.

Bloom’s Levels: Apply
Webb’s DOK: 1
Rubric: Check for understanding
Engaging Experience 3
Title: Special Occasion
Suggested Length of Time: 3 Days

Standards Addressed

Priority:
- Adapt speech to a variety of contexts and tasks, demonstrating a command of formal English when indicated or appropriate. (See grades 11–12 Language standards 1 and 3 on page 54 for specific expectations.) CCSS.ELA-SPEAKING&LISTENING.11-12.6

Supporting:
- Students demonstrate creative thinking, construct knowledge, and develop innovative products and processes using technology (ISTE 1 - Creativity and Innovation).
  - Apply existing knowledge to generate new ideas, products, or processes.
  - Create original works as a means of personal or group expression.
  - Use models and simulations to explore complex systems and issues.
  - Identify trends and forecast possibilities.
- Students use critical thinking skills to plan and conduct research, manage projects, solve problems, and make informed decisions using appropriate digital tools and resources (ISTE 4 - Critical Thinking, Problem Solving, and Decision Making).
  - Identify and define authentic problems and significant questions for investigation.
  - Plan and manage activities to develop a solution or complete a project.
  - Collect and analyze data to identify solutions and/or make informed decisions.
  - Use multiple processes and diverse perspectives to explore alternative solutions.

Detailed Description/Instructions: Students choose from a variety of special occasion speech topics. Students will write a 5-10 minute speech for the given type they have chosen. Possible choices are eulogy, toast, anniversary speech, grand opening, accepting/presenting an award etc. Specific attention should be given to the audience and occasion.

Bloom’s Levels: Apply
Webb’s DOK: 1
Rubric: To be created
Topic 2: Purpose

Engaging Experience 1
Title: Listening Skill for Audience
Suggested Length of Time: 1 Day
Standards Addressed

Priority:
- Evaluate a speaker’s point of view, reasoning, and use of evidence and rhetoric, assessing the stance, premises, links among ideas, word choice, points of emphasis, and tone used. CCSS.ELA-SPEAKING&LISTENING.11-12.3

Supporting:
- Students use critical thinking skills to plan and conduct research, manage projects, solve problems, and make informed decisions using appropriate digital tools and resources (ISTE 4 - Critical Thinking, Problem Solving, and Decision Making).
  - Identify and define authentic problems and significant questions for investigation.
  - Plan and manage activities to develop a solution or complete a project.
  - Collect and analyze data to identify solutions and/or make informed decisions.
  - Use multiple processes and diverse perspectives to explore alternative solutions.

Detailed Description/Instructions: Students are presented information on the types of listening that we may use in our everyday life. They then take a survey on what type of listener they are - great, good, average, or poor. Students will then be given a sentence to read over; they will be asked to pass the information on to another member of their group and then on down the line in succession of 4-5 people. By the time the information gets to the end of the line we look at how much of the information is retained. Students will see what type of listener they are and also look at what kind of information is being passed along. Is it easier to remember things when we are listening for comprehension or listening for appreciation etc.?

Bloom’s Levels: Evaluate
Webb’s DOK: 4
Rubric: Check for understanding

Engaging Experience 2
Title: Analyzing Purpose of Special Occasion Speeches
Suggested Length of Time: 1 Day
Standards Addressed

Priority:
- Evaluate a speaker’s point of view, reasoning, and use of evidence and rhetoric, assessing the stance, premises, links among ideas, word choice, points of emphasis, and tone used. CCSS.ELA-SPEAKING&LISTENING.11-12.3

Supporting:
- Students apply digital tools to gather, evaluate, and use information (ISTE 3 - Research and Information Fluency).
  - Plan strategies to guide inquiry.
- Locate, organize, analyze, evaluate, synthesize, and ethically use information from a variety of sources and media.
- Evaluate and select information sources and digital tools based on the appropriateness to specific tasks.
- Process data and report results.

- Students use critical thinking skills to plan and conduct research, manage projects, solve problems, and make informed decisions using appropriate digital tools and resources (ISTE 4 - Critical Thinking, Problem Solving, and Decision Making).
  - Identify and define authentic problems and significant questions for investigation.
  - Plan and manage activities to develop a solution or complete a project.
  - Collect and analyze data to identify solutions and/or make informed decisions.
  - Use multiple processes and diverse perspectives to explore alternative solutions.

**Detailed Description/Instructions:** Students view a variety of special occasion speeches such as Oprah’s Bob Hope Humanitarian Award acceptance speech, President Bush’s 9/11/01 announcement, and various commencement speeches and identify how those speeches fit the needs of the occasion. For example, how does the specific speech meet the expectations of audience, content, speaker and audience? Students will also brainstorm ways to improve the speech to enhance their message.

**Bloom’s Levels:** Evaluate

**Webb’s DOK:** 4

**Rubric:** Check for understanding
Engaging Scenario

Engaging Scenario (An Engaging Scenario is a culminating activity that includes the following components: situation, challenge, specific roles, audience, product or performance.)

Impromptu Speeches. Students arrive to class the day of the speech not knowing that they will be giving a speech that day. This would simulate arriving at work and having your boss ask you to prepare to give a presentation to some out of town clients. The students will be given topics that are not research based topics. General topics such as “The grass isn’t always greener on the other side.” Students will then need to create a thesis statement and 2 to 3 main points for that thesis. Students will then be given a 10-15 minute window to go and create their speech. They will then return to the class and present their speech. Students will need to incorporate the basic concepts of a speech such as intro, body, and conclusion. Emphasis will be on creating a presentation in a short amount of time.

Rubric for Engaging Scenario: To be created
<table>
<thead>
<tr>
<th>Topic</th>
<th>Engaging Experience Title</th>
<th>Description</th>
<th>Suggested Length of Time</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Oral Interpretation</td>
<td>Students view video clips of national forensic HI competitions. They will also view Poetry Out Loud videos to gain better understanding of various elements of the Oral Interpretation. Students will view the videos to get a better idea of the combination of acting elements with speaking elements. Incorporating nonverbal into their speeches. Students will then discuss ways in which they can incorporate nonverbal communication into their speeches and use that information when constructing their Oral Interpretation Presentation.</td>
<td>3 Days</td>
</tr>
<tr>
<td>1</td>
<td>Nonverbal</td>
<td>Students are given various simple sentences with simple commands on them. Working in small group or a partner, students have to communicate the simple task/command by using only nonverbal skills. Students are forced to look at how they can communicate without speaking. Students will work in small groups on presenting the information without communicating and then we will have a discussion on the benefits and the difficulties of trying to communicate without words.</td>
<td>1 Day</td>
</tr>
<tr>
<td>1</td>
<td>Special Occasion</td>
<td>Students choose from a variety of special occasion speech topics. Students will write a 5-10 minute speech for the given type they have chosen. Possible choices are eulogy, toast, anniversary speech, grand opening, accepting/presenting an award etc. Specific attention should be given to the audience and occasion.</td>
<td>3 Days</td>
</tr>
<tr>
<td>2</td>
<td>Listening Skill for Audience</td>
<td>Students are presented information on the types of listening that we may use in our everyday life. They then take a survey on what type of listener they are - great, good, average, or poor. Students will then be given a sentence to read over; they will be asked to pass the information on to another</td>
<td>1 Day</td>
</tr>
</tbody>
</table>
member of their group and then on down the line in succession of 4-5 people. By the time the information gets to the end of the line we look at how much of the information is retained. Students will see what type of listener they are and also look at what kind of information is being passed along. Is it easier to remember things when we are listening for comprehension or listening for appreciation etc.?

| 2 | Analyzing Purpose of Special Occasion Speeches | Students view a variety of special occasion speeches such as Oprah’s Bob Hope Humanitarian Award acceptance speech, President Bush’s 9/11/01 announcement, and various commencement speeches and identify how those speeches fit the needs of the occasion. For example, How does the specific speech meet the expectations of audience, content, speaker and audience? Students will also brainstorm ways to improve the speech to enhance their message. | 1 Day |
Unit of Study Terminology

**Appendices:** All Appendices and supporting material can be found in this course’s shell course in the District’s Learning Management System.

**Assessment Leveling Guide:** A tool to use when writing assessments in order to maintain the appropriate level of rigor that matches the standard.

**Big Ideas/Enduring Understandings:** Foundational understandings teachers want students to be able to discover and state in their own words by the end of the unit of study. These are answers to the essential questions.

**Engaging Experience:** Each topic is broken into a list of engaging experiences for students. These experiences are aligned to priority and supporting standards, thus stating what students should be able to do. An example of an engaging experience is provided in the description, but a teacher has the autonomy to substitute one of their own that aligns to the level of rigor stated in the standards.

**Engaging Scenario:** This is a culminating activity in which students are given a role, situation, challenge, audience, and a product or performance is specified. Each unit contains an example of an engaging scenario, but a teacher has the ability to substitute with the same intent in mind.

**Essential Questions:** Engaging, open-ended questions that teachers can use to engage students in the learning.

**Priority Standards:** What every student should know and be able to do. These were chosen because of their necessity for success in the next course, the state assessment, and life.

**Supporting Standards:** Additional standards that support the learning within the unit.

**Topic:** These are the main teaching points for the unit. Units can have anywhere from one topic to many, depending on the depth of the unit.

**Unit of Study:** Series of learning experiences/related assessments based on designated priority standards and related supporting standards.

**Unit Vocabulary:** Words students will encounter within the unit that are essential to understanding. Academic Cross-Curricular words (also called Tier 2 words) are those that can be found in multiple content areas, not just this one. Content/Domain Specific vocabulary words are those found specifically within the content.

**Symbols:**
- This symbol depicts an experience that can be used to assess a student’s 21st Century Skills using the rubric provided by the district.

- This symbol depicts an experience that integrates professional skills, the development of professional communication, and/or the use of professional mentorships in authentic classroom learning activities.