Unit Title: Everything’s An Argument

INSTRUCTIONAL UNIT AUTHORS
Wray School District
  Dee Blecha
  Becky Cranwell
  Karen Pariset
  Kelly Rebis

BASED ON A CURRICULUM
OVERVIEW SAMPLE AUTHORED BY
Adams-Arapahoe School District
  Jessica Cuthbertson
Archuleta School District
  Pam Monteferrante
Cheyenne Mountain School District
  Natalie Kachnowski

This unit was authored by a team of Colorado educators. The template provided one example of unit design that enabled teacher-authors to organize possible learning experiences, resources, differentiation, and assessments. The unit is intended to support teachers, schools, and districts as they make their own local decisions around the best instructional plans and practices for all students.

DATE POSTED: MARCH 31, 2014
## Colorado Teacher-Authored Sample Instructional Unit

<table>
<thead>
<tr>
<th>Content Area</th>
<th>Grade Level</th>
<th>7th Grade</th>
</tr>
</thead>
<tbody>
<tr>
<td>Course Name/Course Code</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Standard</strong></td>
<td><strong>Grade Level Expectations (GLE)</strong></td>
<td><strong>GLE Code</strong></td>
</tr>
<tr>
<td>1. Oral Expression and</td>
<td>1. Formal presentations require preparation and effective delivery</td>
<td>RWC10-GR.7-S.1-GLE.1</td>
</tr>
<tr>
<td>Listening</td>
<td>2. Small and large group discussions rely on active listening and the effective contributions of all participants</td>
<td>RWC10-GR.7-S.1-GLE.2</td>
</tr>
<tr>
<td>2. Reading for All</td>
<td>1. Literary elements, characteristics, and ideas are interrelated and guide the comprehension of literary and fictional texts</td>
<td>RWC10-GR.7-S.2-GLE.1</td>
</tr>
<tr>
<td>Purposes</td>
<td>2. Informational and persuasive texts are summarized and evaluated</td>
<td>RWC10-GR.7-S.2-GLE.2</td>
</tr>
<tr>
<td>3. Writing and</td>
<td>1. Composing literary and narrative texts that incorporate a range of stylistic devices demonstrates knowledge of genre features</td>
<td>RWC10-GR.7-S.3-GLE.1</td>
</tr>
<tr>
<td>Composition</td>
<td>2. Organization is used when composing informational and persuasive texts</td>
<td>RWC10-GR.7-S.3-GLE.2</td>
</tr>
<tr>
<td>4. Research and</td>
<td>1. Answering a research question logically begins with obtaining and analyzing information from a variety of sources</td>
<td>RWC10-GR.7-S.4-GLE.1</td>
</tr>
<tr>
<td>Reasoning</td>
<td>2. Logical information requires documented sources</td>
<td>RWC10-GR.7-S.4-GLE.2</td>
</tr>
<tr>
<td></td>
<td>3. Reasoned material is evaluated for its quality using both its logic and its use of a medium</td>
<td>RWC10-GR.7-S.4-GLE.3</td>
</tr>
</tbody>
</table>

### Colorado 21st Century Skills

**Critical Thinking and Reasoning:** Thinking Deeply, Thinking Differently

**Information Literacy:** Untangling the Web

**Collaboration:** Working Together, Learning Together

**Self-Direction:** Own Your Learning

**Invention:** Creating Solutions

### Text Complexity

<table>
<thead>
<tr>
<th>Unit Titles</th>
<th>Length of Unit/Contact Hours</th>
<th>Unit Number/Sequence</th>
</tr>
</thead>
<tbody>
<tr>
<td>Everything's An Argument (Perspective)</td>
<td>8-9 weeks</td>
<td>3</td>
</tr>
<tr>
<td>Unit Title</td>
<td>Everything’s An Argument</td>
<td>Length of Unit</td>
</tr>
<tr>
<td>------------</td>
<td>---------------------------</td>
<td>----------------</td>
</tr>
<tr>
<td><strong>Focusing Lens(es)</strong></td>
<td>Influence</td>
<td>Standards and Grade Level Expectations Addressed in this Unit</td>
</tr>
<tr>
<td><strong>Inquiry Questions (Engaging-Debatable):</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Unit Strands</strong></td>
<td>Oral Expression and Listening, Reading for all Purposes, Writing and Composition, Research and Reasoning</td>
<td></td>
</tr>
<tr>
<td><strong>Concepts</strong></td>
<td>In content: Influence, Bias, Perspective, Balance, Diversity, Conflict/Argument, Value, Passion, Communication, Credibility, Speakers</td>
<td>In reading: Ethos, pathos, logos, paraphrasing, Analysis, Evaluation, Synthesis, Claims/evidence, Compare/contrast, Cause/effect, Fact/opinion</td>
</tr>
<tr>
<td><strong>Generalizations</strong></td>
<td><strong>My students will Understand that...</strong></td>
<td><strong>Factual</strong></td>
</tr>
<tr>
<td><strong>Audiences/readers can make informed decisions about the influence of a text when they recognize a writers’ possible bias/slant. (RWC10-GR.7-S.4-GLE.3-RA.2)</strong></td>
<td>What is bias? What is slant? What are common logical fallacies? (RWC10-GR.7-S.4-GLE.3-RA.1) and (RWC10-GR.7-S.4-GLE.3-IQ.1)</td>
<td>How do consumers sort for accuracy, clarity and organization to make informed decisions? (RWC10-GR.7-S.2-GLE.2-RA.3) and (RWC10-GR.7-S.4-GLE.3-IQ.2)</td>
</tr>
<tr>
<td><strong>Multiple perspectives help develop an informed understanding of an issue/idea. (RWC10-GR.7-S.2-GLE.2-b.iv, c)</strong></td>
<td>What is the difference between a fact and an opinion? What is an example of fact in (text)? What is an example of opinion in (text)? (RWC10-GR.7-S.2-GLE.2-IQ.2)</td>
<td>How can readers distinguish between facts and an author’s opinion? Why does this matter? (RWC10-GR.7-S.2-GLE.2-N.1)</td>
</tr>
<tr>
<td><strong>Author’s use compelling claims, relevant evidence and persuasive devices to effectively communicate their perspective. (RWC10-GR.7-S.1-GLE.2-E0.c; RWC10-GR.7-S.3-GLE.2.a)</strong></td>
<td>What is the writer’s claim in (text)? What is the writer’s evidence in (text)? (RWC10-GR.7-S.3-GLE.2-E0.a)</td>
<td>How can a writer effectively persuade readers? (RWC10-GR.7-S.3-GLE.2-IQ.3) Why does word choice play such an important part in persuasive writing? (RWC10-GR.7-S.2-GLE.2-IQ.1) and (RWC10-GR.7-S.3-GLE.2-IQ.2)</td>
</tr>
<tr>
<td><strong>Speakers temper individual/personal passions to speak with diverse audiences. (RWC10-GR.7-S.1-GLE.1-E0.a)</strong></td>
<td>Who is the intended audience of (text)? What is the intended message in (text)? (RWC10-GR.7-S.1-GLE.2-RA.2) and (RWC10-GR.7-S.4-GLE.3-RA.2)</td>
<td>What makes a speech powerful and influential? Why/how do speakers connect with the audience? (RWC10-GR.7-S.1-GLE.1-N.1,2)</td>
</tr>
</tbody>
</table>
**Colorado Teacher-Authored Sample Instructional Unit**

<table>
<thead>
<tr>
<th>Critical Content:</th>
<th>Key Skills:</th>
</tr>
</thead>
<tbody>
<tr>
<td>My students will <strong>Know</strong>...</td>
<td>My students will be able to <strong>Do</strong>...</td>
</tr>
<tr>
<td>- Expectations for a formal presentation (eye contact, volume, pronunciation, etc.) (RWC10-GR.7-S.1-GLE.1-EO.a)</td>
<td>- Present a formal persuasive speech that includes multimedia and visual components to engage an audience (RWC10-GR.7-S.1-GLE.1; RA. 4-5) and (RWC10-GR.7-S.2-GLE.2-RA.4) and (RWC10-GR.7-S.4-GLE.2-EO.c)</td>
</tr>
<tr>
<td>- Expectations for audience behavior including active listening, participation and feedback (RWC10-GR.7-S.1-GLE.2-IQ.3)</td>
<td>- Effectively organize a formal presentation that includes all key components (introduction, claim/evidence, etc.) (RWC10-GR.7-S.1-GLE.1-IQ.4)</td>
</tr>
<tr>
<td>- The ways that researchers use and organize multiple sources (RWC10-GR.7-S.2-GLE.2-EO.c) and (RWC10-GR.7-S.4-GLE.2-EO.a) and (RWC10-GR.7-S.4-GLE.1-IQ.1-3; RA. 3-6) and (RWC10-GR.7-S.4-GLE.2-IQ.4, N.2)</td>
<td>- Evaluate and trace a speaker’s argument and provide constructive feedback (RWC10-GR.7-S.1-GLE.2-IQ.3) and (RWC10-GR.7-S.4-GLE.1-EQ.c.ii) and (RWC10-GR.7-S.4-GLE.2-RA.2) and (RWC10-GR.7-S.4-GLE.3-RA.4-6)</td>
</tr>
<tr>
<td>- Writing and research processes (RWC10-GR.7-S.3-GLE.2-EO.a) and (RWC10-GR.7-S.3-GLE.3)</td>
<td>- Evaluate the credibility of a variety of sources and cite accurately and ethically (RWC10-GR.7-S.2-GLE.2-EO.a.i) and (RWC10-GR.7-S.4-GLE.2-RA.1.3; N.1)</td>
</tr>
<tr>
<td>- The importance of format and delivery in relation to the effectiveness of the text (RWC10-GR.7-S.4-GLE.2-IQ.2, 3, 5)</td>
<td>- Effectively select and adjust words for context and audience (RWC10-GR.7-S.2-GLE.3-IQ.4)</td>
</tr>
</tbody>
</table>

**Critical Language:** includes the Academic and Technical vocabulary, semantics, and discourse which are particular to and necessary for accessing a given discipline.

**EXAMPLE:** A student in Language Arts can demonstrate the ability to apply and comprehend critical language through the following statement: "Mark Twain exposes the hypocrisy of slavery through the use of satire."

A student in ______________ can demonstrate the ability to apply and comprehend critical language through the following statement(s): The author references Ruby Payne in order to help establish credibility as an expert on poverty.

**Academic Vocabulary:** Analysis, Evaluate, Paraphrasing, (Determine/establish) credibility, Synthesis, Delineate/Differentiate, Citing/citation, Compare/contrast, Cause/effect, Fact/opinion, Bibliographic (footnotes, endnotes, citation/citing, quotations, documentation), Logical fallacies, Claim, Evidence, Argument

**Technical Vocabulary:** Agenda, Ethos (authority/credibility), pathos (emotion), logos (logic), Text/topic dependent technical vocabulary based on argument/persuasive issue (Ex: Poverty)
## Unit Description:
This unit focuses on understanding how authors use claims, evidence, and persuasive devices so that the students can then use these techniques within their own research, writing, and speaking. By critically analyzing arguments and persuasive presentations for validity, accuracy, and clarity, students will become more effective consumers of information. During the unit, students will analyze professional texts and culminate the unit by developing their own persuasive presentations in which they advocate for implementing a Service Learning Project of their choice.

## Considerations:
The authors of the unit chose to focus on Service Learning Projects as the focus of the students’ research in order to provide relevance and application to the topics students may choose. The unit, then, provides an opportunity for students to research a school, local community, or broader community (national or international) issue for their Service Learning Project and then write a compelling argument to convince others to pursue that Service Learning Project.

## Unit Generalizations

### Key Generalization:
Authors use compelling claims, relevant evidence and persuasive devices to effectively communicate their perspective

### Supporting Generalizations:
- Audiences/readers can make informed decisions about the influence of a text when they recognize a writer’s possible bias/slant
- Multiple perspectives help develop an informed understanding of an issue/idea
- Speakers temper individual/personal passions to speak with diverse audiences

## Performance Assessment: The capstone/summative assessment for this unit.

### Claims:
(Key generalization(s) to be mastered and demonstrated through the capstone assessment.)

Authors use compelling claims, relevant evidence and persuasive devices to effectively communicate their perspective.

### Stimulus Material:
(Engaging scenario that includes role, audience, goal/outcome and explicitly connects the key generalization)

As a student in the seventh grade, you will advocate for a service project that you believe is worthy to commit your time, energy and resources. Imagine that your class has been given a large sum of money to be devoted toward a service project. Your service project can address a need at the local, state, national, or international level. You will develop a presentation in which you demonstrate the ability to write a compelling claim, use relevant evidence, and effective persuasive techniques to persuade your peers that your service project is the best investment for that money.

**Role:** Advocate for a service project valuable to your local, state, national, or global community  
**Audience:** Panel of judges in charge of funding  
**Format:** Persuasive presentation with accompanying written format  
**Topic:** Service Project of student choice

### Product/Evidence:
(Expected product from students)

Students will research an issue that would lend itself to being a great Service Learning Project. After students have researched and written about their issue, they will produce a 3-5 minute persuasive presentation using visuals to convince their audience to select their service project. The presentation will incorporate a variety of sources from the researched component, and the written component will demonstrate students’ ability to cite sources.
Colorado Teacher-Authored Sample Instructional Unit

<table>
<thead>
<tr>
<th>Differentiation: (Multiple modes for student expression)</th>
<th>Students may have options for their persuasive speech that include:</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>• Altering the length in time of presentation</td>
</tr>
<tr>
<td></td>
<td>• Choice of Media</td>
</tr>
<tr>
<td></td>
<td>• Choice of technology: Power Point, Keynote, Movie, Prezi</td>
</tr>
<tr>
<td></td>
<td>• Choice of Visuals</td>
</tr>
<tr>
<td></td>
<td>• In co-presenting with Partners</td>
</tr>
<tr>
<td></td>
<td>• In presenting to a variety of audiences in order to implement project</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Texts for independent reading or for class read aloud to support the content</th>
<th>Fiction</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Informational/Non-Fiction</strong></td>
<td><strong>Fiction</strong></td>
</tr>
<tr>
<td>JFK: Inaugural Speech</td>
<td>Other closing arguments from literature or film:</td>
</tr>
<tr>
<td>JFK: Civil Rights Speech, June 1963</td>
<td><em>Inherit the Wind</em> by Jerome Lawrence</td>
</tr>
<tr>
<td>Eisenhower: Atoms for Peace</td>
<td><em>Twelve Angry Men</em> by Reginald Rose</td>
</tr>
<tr>
<td>Severn Suzuki, “Five Minutes” Speech</td>
<td></td>
</tr>
<tr>
<td><em>The World’s Greatest Speeches</em> edited by Lewis Copeland, Lawrence Lamm and Stephen McKenna</td>
<td></td>
</tr>
<tr>
<td><em>Great Speeches of the 20^{th} Century</em> edited by Bob Blaisdell</td>
<td></td>
</tr>
<tr>
<td><em>Speeches that Changed the World: The stories and transcripts of the moments that made history</em> by Simon Sebag Montefiore</td>
<td></td>
</tr>
<tr>
<td><em>Lend Me You Ears: Great speeches in history</em> by William Safire</td>
<td></td>
</tr>
<tr>
<td><em>The American Heritage Book of Great American Speeches for Young People</em> edited by Suzanne McIntire</td>
<td></td>
</tr>
<tr>
<td><em>Great Speeches by Native Americans</em> edited by Bob Blaisdell</td>
<td></td>
</tr>
<tr>
<td>Public Service Announcements:</td>
<td></td>
</tr>
<tr>
<td><a href="http://studentpsa.com/psa/texting/">http://studentpsa.com/psa/texting/</a> <em>(Student-produced PSA on texting and driving)</em></td>
<td></td>
</tr>
<tr>
<td><a href="http://www.youtube.com/watch?v=M24_cPA-n_M">http://www.youtube.com/watch?v=M24_cPA-n_M</a> <em>(Persuasive Speech on texting and driving)</em></td>
<td></td>
</tr>
<tr>
<td>Ongoing Discipline-Specific Learning Experiences</td>
<td></td>
</tr>
<tr>
<td>---</td>
<td>---</td>
</tr>
<tr>
<td><strong>1.</strong></td>
<td><strong>Description:</strong> In thinking like a writer, students will evaluate and trace a speaker’s argument and provide constructive feedback. Skills: Attentive listening; Identify thesis/main point/claim and supporting evidence; make notes and annotate texts; identify and explain the use of rhetorical strategies and argument structure.</td>
</tr>
</tbody>
</table>
|  | Teacher Resources: [www.writingfix.com](http://www.writingfix.com) (persuasive writing strategies)  
[http://www.enchantedlearning.com/graphicorganizers](http://www.enchantedlearning.com/graphicorganizers) (graphic organizers)  
Student Resources: Graphic organizers  
Video clips of persuasive speeches, other arguments, advertisements, Public Service Announcements  
Assessment: Students will complete graphic organizers analyzing text structure, elements of argument (claim, evidence, data), persuasive techniques  
Students will annotate short text in which they identify biased language and other text features  
Oral discussion, conferencing  |
|  |  |
| **2.** | **Description:** In thinking like a writer, students will evaluate the credibility of a variety of sources and cite accurately and ethically. Skills: Identify/recognize bias in language; recognize sources within their resources (.edu, .com, various authors and publishers); define “credibility”; distinguish fact from opinion  |
|  | Teacher Resources: [http://kathyschrock.net/abceval/5ws.pdf](http://kathyschrock.net/abceval/5ws.pdf) (Five Ws of Website Evaluation) (Criteria/questions for evaluating website sources)  
[http://edsitement.neh.gov/reference-shelf/tips-for-better-browsing/evaluating-online-resources](http://edsitement.neh.gov/reference-shelf/tips-for-better-browsing/evaluating-online-resources) (Edsitement resource for evaluating online resources)  
Student Resources:  
Assessment: Students will evaluate sources for credibility. Students will summarize, paraphrase and directly quote various sources; students will accurately use MLA format for in-text and works cited page  |
|  |  |
| **3.** | **Description:** In thinking like a public speaker, students will meet expectations for a formal presentation (eye contact, volume, pronunciation, etc.)  |
Student Resources: Models of speeches  
Videos and visuals of presentation  
[http://ocean.otr.usm.edu/~w305727/reveval.pdf](http://ocean.otr.usm.edu/~w305727/reveval.pdf) (Speech evaluation)  |
Skills: Voice and volume control; preparation strategies for presentations; non-verbal communications (body language, self-awareness), ability to incorporate visuals into presentation; proper attire

Assessment: Students will assess the examples/models of speeches; students will self-assess their own speech reviewing a video tape of themselves

Prior Knowledge and Experiences

**Argument:** Students should have a basic understanding of “perspective”; know that more than one perspective exists on an issue; and can distinguish fact from opinion.

**Researching:** Students should have basic search engine skills; they should know what “citing sources” means; and have a basic understanding of plagiarism. (Generalization in “Living in a Googled World” / Unit 2)

**Presenting:** Students should have speaking, speech-giving, and basic presentation skills.

**Writing Process:** Students should have basic skills around the writing process (brainstorming, drafting, revising, editing, and publishing).

**Listening:** Students should be able to demonstrate basic attentive listening (eyes, ears and heart).

**Technology:** Students should know a variety of technology resources (Word, Power Point, etc.) and the application/uses of those technological resources.

**Service Learning:** Students should have some knowledge of volunteers/volunteering, non-profit organizations; fundraiser/fundraising activities.

Learning Experience # 1

The teacher may use a historical Civil Rights speech (e.g., MLK’s “I Have A Dream” speech) so that the students can identify claim, evidence, and key persuasive techniques. [*Understanding text and Responding to text*]

**Generalization Connection(s):** Authors use compelling claims, relevant evidence and persuasive devices to effectively communicate their perspective

**Teacher Resources:**
- [http://www.youtube.com/watch?v=1UV1fs8IAbg](http://www.youtube.com/watch?v=1UV1fs8IAbg) (MLK’s “I Have A Dream”)
- [http://www.wjla.com/articles/2013/08/i-have-a-dream-speech-full-text--93226.html](http://www.wjla.com/articles/2013/08/i-have-a-dream-speech-full-text--93226.html) (“I Have a Dream” transcript and wordle)

**Student Resources:**
- [http://www.readwritethink.org/classroom-resources/printouts/chart-30225.html](http://www.readwritethink.org/classroom-resources/printouts/chart-30225.html) (T-chart)
- [http://writingfix.com/PDFs/RICA_PDFS/summarizing/Summary_Frames.pdf](http://writingfix.com/PDFs/RICA_PDFS/summarizing/Summary_Frames.pdf) (Summary frames)

**Assessment:** Students will complete the t-chart identifying key claims, evidence and identifying persuasive technique used by King. Students will explain how techniques impact the listener’s understanding of the speech. (Evidence from the speech / persuasive technique)
### Differentiation:
(Multiple means for students to access content and multiple modes for student to express understanding.)

<table>
<thead>
<tr>
<th>Access (Resources and/or Process)</th>
<th>Expression (Products and/or Performance)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Teachers may provide the opportunity to work in pairs/groups</td>
<td>Students may complete a summary in words <a href="http://www.imagebank.com">www.imagebank.com</a> (Picture bank for summary without words) Students may use framed paragraphs <a href="http://writingfix.com/PDFs/RICA_PDFS/summarizing/Summary_Frames.pdf">http://writingfix.com/PDFs/RICA_PDFS/summarizing/Summary_Frames.pdf</a> (an argument summary frame; see McREL Classroom Instruction That Works for other examples)</td>
</tr>
</tbody>
</table>

### Extensions for depth and complexity:

<table>
<thead>
<tr>
<th>Access (Resources and/or Process)</th>
<th>Expression (Products and/or Performance)</th>
</tr>
</thead>
<tbody>
<tr>
<td>NA</td>
<td>Students may identify references/allusions in the speech to other historical documents and Bible and explain why MLK may use those</td>
</tr>
</tbody>
</table>

### Critical Content:
- MLK’s “I Have a Dream” speech
- Expectations for a formal presentation (eye contact, volume, pronunciation, etc.)
- The importance of format and delivery in relation to the effectiveness of the text

### Key Skills:
- Evaluate and trace a speaker’s argument and provide constructive feedback

### Critical Language:
Evaluate, (determine/establish) credibility, compare/contrast, fact/opinion, claim, evidence, argument

### Learning Experience #2

The teacher may use a historical Civil Rights speech (e.g., JFK’s June 11, 1983 Civil Rights Speech) so that students can identify claims, evidence, and key persuasive techniques – specifically ethos, pathos, logos. [*Understanding text, Responding to text*]

#### Generalization Connection(s):
Authors use compelling claims, relevant evidence and persuasive devices to effectively communicate their perspective. Multiple perspectives help develop an informed understanding of an issue/idea.

#### Teacher Resources:
- [http://www.youtube.com/watch?v=QMsa5bZ89x4](http://www.youtube.com/watch?v=QMsa5bZ89x4) (JFK’s June 11, 1963 Civil Rights speech)
- [https://owl.english.purdue.edu/owl/resource/625/03/](https://owl.english.purdue.edu/owl/resource/625/03/) [Lesson 3: Ethos, Pathos, Logos; Civil Rights speeches (Understanding Language @ ell.stanford.edu)]

#### Student Resources:

#### Assessment:
Students will complete a fishbone map [www.enchantedlearning.com](http://www.enchantedlearning.com) to check for claims, evidence. Students will write an exit ticket to explain Kennedy’s use of persuasive elements. Potential question to explore: how does JFK’s presentation style meet the expectations of his audience and purpose of his speech? [http://exitticket.org/](http://exitticket.org/) (Online exit ticket form)
**Differentiation:** (Multiple means for students to access content and multiple modes for student to express understanding.)

<table>
<thead>
<tr>
<th>Access (Resources and/or Process)</th>
<th>Expression (Products and/or Performance)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Teachers may provide graphic organizers <a href="http://www.enchantedlearning.com/graphicorganizers/tchart">http://www.enchantedlearning.com/graphicorganizers/tchart</a> / (T-chart graphic organizer) <a href="http://writingfix.com/PDFs/RICA_PDFS/summarizing/Summary_Frames.pdf">http://writingfix.com/PDFs/RICA_PDFS/summarizing/Summary_Frames.pdf</a> (Summary frames)</td>
<td>Students may produce varied levels of T-chart Students may provide varied levels of fishbone map</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Extensions for depth and complexity:</th>
<th>Access (Resources and/or Process)</th>
<th>Expression (Products and/or Performance)</th>
</tr>
</thead>
</table>

**Critical Content:**
- JFK’s 1963 speech; MLK’s “I Have a Dream”
- Expectations for a formal presentation (eye contact, volume, pronunciation, etc.)
- The importance of format and delivery in relation to the effectiveness of the text

**Key Skills:**
- Evaluate and trace a speaker’s argument

**Critical Language:**
- Ethos, pathos, logos, claims, analysis, evaluate, (determine/establish) credibility, fact/opinion, claim, evidence, argument

**Learning Experience #3**

The teacher may use a contemporary speech (e.g., “The Girl Who Silenced the World for 5 Minutes”) so that students can critique how emotional appeals impact a persuasive presentation. [Understanding text, Responding to text, Critiquing text]

**Generalization Connection(s):**
Authors use compelling claims, relevant evidence and persuasive devices to effectively communicate their perspective Speakers temper individual/personal passions to speak with diverse audiences

**Teacher Resources:**
- [http://www.youtube.com/watch?v=uZsDliXzyAY](http://www.youtube.com/watch?v=uZsDliXzyAY) (Severn Suzuki at UN Earth Summit video; 1992)
- [http://ell.stanford.edu/sites/default/files/ela_pdf/ELA%20Lesson%205_0.pdf](http://ell.stanford.edu/sites/default/files/ela_pdf/ELA%20Lesson%205_0.pdf) (Analyzing and Producing Persuasive Text)
- [http://www.youtube.com/watch?v=cwNICantjJo](http://www.youtube.com/watch?v=cwNICantjJo) (Severn Suzuki 20 years after her Earth Summit speech; June 2012)
- [https://www.youtube.com/watch?v=M24_cPa_n_M](https://www.youtube.com/watch?v=M24_cPa_n_M) (Persuasive Speech on texting and driving)
- [https://www.youtube.com/watch?v=NuMlSTGFEoo](https://www.youtube.com/watch?v=NuMlSTGFEoo) (Persuasive Speech on texting and driving)

**Student Resources:**
- [http://ell.stanford.edu/sites/default/files/ela_pdf/ELA%20Lesson%205_0.pdf](http://ell.stanford.edu/sites/default/files/ela_pdf/ELA%20Lesson%205_0.pdf) (Analyzing and Producing Persuasive Text: Handout #3 speech analysis; Handout #4 speech analysis rubric)

**Assessment:**
Students will complete handouts #3, Speech Analysis, from the resource above. Then they will write an exit ticket about the persuasive effectiveness of her emotional appeals. [http://exitticket.org/](http://exitticket.org/) (Online exit ticket form)
### Differentiation:
(Multiple means for students to access content and multiple modes for student to express understanding.)

<table>
<thead>
<tr>
<th>Access (Resources and/or Process)</th>
<th>Expression (Products and/or Performance)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Teachers may have students work in groups/pairs <a href="http://ell.stanford.edu/sites/default/files/ela_pdf/ELA%20Lesson%205_0.pdf">http://ell.stanford.edu/sites/default/files/ela_pdf/ELA%20Lesson%205_0.pdf</a> (Analyzing and Producing Persuasive Text: Handout #3 speech analysis; Handout #4 speech analysis rubric)</td>
<td>Students may work with partners on the Speech Analysis and then independently critique the effectiveness Students may produce varied levels of Handout #3 and #4</td>
</tr>
</tbody>
</table>

### Extensions for depth and complexity:

<table>
<thead>
<tr>
<th>Access (Resources and/or Process)</th>
<th>Expression (Products and/or Performance)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Teachers may provide <a href="http://www.enchantedlearning.com">www.enchantedlearning.com</a> (Different graphic organizers) <a href="http://readingacrosscurriculum.com/Comparison%20Matrix.html">http://readingacrosscurriculum.com/Comparison%20Matrix.html</a> (Comparison matrix graphic organizer)</td>
<td>Students may produce Venn Diagram, comparison matrix to compare/contrast presentation styles of MLK, JFK, and Severn Suzuki</td>
</tr>
</tbody>
</table>

### Critical Content:

- Severn Suzuki’s speech; JFK, MLK speeches; persuasive techniques, rhetorical strategies
- Expectations for a formal presentation (eye contact, volume, pronunciation, etc.)
- The importance of format and delivery in relation to the effectiveness of the text

### Key Skills:

- Evaluate and trace a speaker’s argument and provide constructive feedback

### Critical Language:

- Body language, voice quality, word choice, eye contact, ethos, pathos, logos, claims, evidence, analysis, evaluate, (determine/establish) credibility, compare/contrast, fact/opinion, logical fallacies, claim, evidence, argument

### Learning Experience # 4

The teacher may use a video text (e.g., “Can You Live with Dirty Water?”) so that students can identify and critique the use of visuals in (and as) persuasive texts. **[Understanding text, Responding to text, Critiquing text]**

### Generalization Connection(s):

Authors use compelling claims, relevant evidence and persuasive devices to effectively communicate their perspective Audience/readers can make informed decisions about the influence of a text when they recognize a writer’s possible bias/slant

### Teacher Resources:

- [http://www.youtube.com/watch?v=QJMm9kz7VKo](http://www.youtube.com/watch?v=QJMm9kz7VKo) ("Can You Live with Dirty Water?")
- [http://ell.stanford.edu/sites/default/files/ela_pdf/ELA%20Lesson%205_0.pdf](http://ell.stanford.edu/sites/default/files/ela_pdf/ELA%20Lesson%205_0.pdf) (Analyzing and Producing Persuasive Text)

### Student Resources:

- [http://ell.stanford.edu/sites/default/files/ela_pdf/ELA%20Lesson%205_0.pdf](http://ell.stanford.edu/sites/default/files/ela_pdf/ELA%20Lesson%205_0.pdf) (Analyzing and Producing Persuasive Text: Handout #3 from Lesson 1)

### Assessment:

- [http://ell.stanford.edu/sites/default/files/ela_pdf/ELA%20Lesson%205_0.pdf](http://ell.stanford.edu/sites/default/files/ela_pdf/ELA%20Lesson%205_0.pdf) (Analyzing and Producing Persuasive Text: Handout #3 from Lesson 1)

Ideas for reflection / journal writing: Students will consider what they have learned about “persuasion” in these last few days. In what ways have the speakers and presenters been similar in how they have used language? How are they different? How does the visual element of the speaker help them communicate their message? Identify and explain how persuasive speeches are similar and explain what may make them unique.
## Colorado Teacher-Authored Sample Instructional Unit

### Differentiation:
(Multiple means for students to access content and multiple modes for student to express understanding.)

<table>
<thead>
<tr>
<th>Access (Resources and/or Process)</th>
<th>Expression (Products and/or Performance)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Teachers may show video first without sound to allow students to focus on content/visuals without sound. Teachers may create pairs or groups. Teachers may allow think/pair/share time before students write their reflection.</td>
<td>Students may think/pair/share before they write their individual reflection.</td>
</tr>
</tbody>
</table>

### Extensions for depth and complexity:

<table>
<thead>
<tr>
<th>Access (Resources and/or Process)</th>
<th>Expression (Products and/or Performance)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Teachers may provide <a href="http://ell.stanford.edu/sites/default/files/ela_pdf/ELA%20Lesson%205_0.pdf">Handout #8 – Advertising Analysis</a></td>
<td>Students may critically examine an advertisement of their choice to critique the use of visual and rhetorical devices.</td>
</tr>
</tbody>
</table>

### Critical Content:

- Video: “Can You Live with Dirty Water?” [http://www.youtube.com/watch?v=QJMm9kz7VKo](http://www.youtube.com/watch?v=QJMm9kz7VKo)
- Expectations for a formal presentation (eye contact, volume, pronunciation, etc.)
- The importance of format and delivery in relation to the effectiveness of the text.

### Key Skills:

- Evaluate and trace a speaker’s argument and provide constructive feedback.

### Critical Language:

- “Call to action,” perspective, claim, evidence

### Learning Experience #5

The teacher may bring in examples of successful Service Learning Projects (SLP) so that the students can identify the principles of service learning.

### Generalization Connection(s):

Audiences/readers can make informed decisions about the influence of a text when they recognize a writer’s possible bias/slant. Multiple perspectives help develop an informed understanding of an issue/idea.

### Teacher Resources:

**Websites to Learn about Service Learning:**


**Teaching Handouts for Service Learning Projects (SLP):**

- [http://ffa.org](http://ffa.org) (Search for Teaching Service Learning, and this will pull up many documents to support this project)

**Video to inspire students to work on Service Learning Projects:**

- [http://m.youtube.com/results?q=Video%20of%20a%20real%20service%20learning%20project&oq=Video%20of%20a%20real%20service%20learning%20project&gs_jl=youtube-reduced.3...21314.45227.0.45398.40.36.0.4.4.0.207.3390.28%7j1.36.0...0...1ac.1.23.youtube-reduced..24.16.1433.8RHYmNpTbVU#/watch?v=SceoZ6aEZdQ](http://m.youtube.com/results?q=Video%20of%20a%20real%20service%20learning%20project&oq=Video%20of%20a%20real%20service%20learning%20project&gs_jl=youtube-reduced.3...21314.45227.0.45398.40.36.0.4.4.0.207.3390.28%7j1.36.0...0...1ac.1.23.youtube-reduced..24.16.1433.8RHYmNpTbVU#/watch?v=SceoZ6aEZdQ) (A variety of videos of Service Learning Projects)
# Colorado Teacher Authored Sample Instructional Unit

<table>
<thead>
<tr>
<th>Student Resources:</th>
<th>Service Learning Notebook or Binder; students should be encouraged to maintain this binder throughout the remainder of the unit as they research their topic, gather examples of Service Learning Projects, etc.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Assessment:</td>
<td>Students will identify and list the best choices for SLP, the qualities of a successful SLP, the steps taken to create a quality SLP, and the positive outcomes from implementing an SLP.</td>
</tr>
<tr>
<td>Differentiation: (Multiple means for students to access content and multiple modes for student to express understanding.)</td>
<td></td>
</tr>
<tr>
<td>Access (Resources and/or Process)</td>
<td>Expression (Products and/or Performance)</td>
</tr>
<tr>
<td>Teachers may provide opportunities for partner and small group discussion</td>
<td>Students may brainstorm a list for Service Learning Project ideas</td>
</tr>
<tr>
<td>Extensions for depth and complexity:</td>
<td></td>
</tr>
<tr>
<td>Access (Resources and/or Process)</td>
<td>Expression (Products and/or Performance)</td>
</tr>
<tr>
<td>N/A</td>
<td>N/A</td>
</tr>
<tr>
<td>Critical Content:</td>
<td>Students understand the multiple types/sources of SLP that are available</td>
</tr>
<tr>
<td>The ways that researchers use and organize multiple sources</td>
<td></td>
</tr>
<tr>
<td>Writing and research processes</td>
<td></td>
</tr>
<tr>
<td>Key Skills:</td>
<td>Effectively organize a formal presentation that includes all key components (introduction, claim/evidence, etc.)</td>
</tr>
<tr>
<td>Synthesize a variety of sources/data into a cogent and compelling argument</td>
<td></td>
</tr>
<tr>
<td>Critical Language:</td>
<td>Service Learning Project (SLP)</td>
</tr>
<tr>
<td>Learning Experience # 6</td>
<td></td>
</tr>
<tr>
<td>The teacher may guide students through the brainstorming process of identifying personal interests and values so that students can begin considering ways in which their personal interests can serve community needs. [Producing text]</td>
<td></td>
</tr>
<tr>
<td>Teacher Note:</td>
<td>This Learning Experience transitions students into researching and writing about their chosen SLP topic.</td>
</tr>
<tr>
<td>Generalization Connection(s):</td>
<td>Audiences/readers can make informed decisions about the influence of a text when they recognize a writer’s possible bias/slant</td>
</tr>
<tr>
<td>Multiple perspectives help develop an informed understanding of an issue/idea</td>
<td></td>
</tr>
<tr>
<td>Speakers temper individual/personal passions to speak with diverse audiences</td>
<td></td>
</tr>
<tr>
<td>Teacher Resources:</td>
<td>Graphic organizer for brainstorm: KWL Chart. [<a href="http://www.readwritethink.org/classroom-resources/printouts/chart-a-30226.html">http://www.readwritethink.org/classroom-resources/printouts/chart-a-30226.html</a>]</td>
</tr>
</tbody>
</table>

7th Grade, Reading, Writing, and Communicating

Unit Title: Everything’s An Argument

Page 12 of 21
### Colorado Teacher-Authored Sample Instructional Unit

#### Student Resources:
SLP Notebook, KWL Chart

#### Assessment:
Students will identify the topic/issue of their choice and reasons they want to pursue researching the topic. They will begin their work on the K-W-L Chart which will be an on-going assessment for the rest of the unit. [http://www.readwritethink.org/classroom-resources/printouts/chart-a-30226.html](http://www.readwritethink.org/classroom-resources/printouts/chart-a-30226.html) (KWL Chart from readwritethink.org)

#### Differentiation:
(Multiple means for students to access content and multiple modes for student to express understanding.)

<table>
<thead>
<tr>
<th>Access (Resources and/or Process)</th>
<th>Expression (Products and/or Performance)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Teachers may provide small group and teacher conference to discuss topic choices and build background knowledge</td>
<td>Students may begin the KWL chart after talking with partners and teacher</td>
</tr>
</tbody>
</table>

#### Extensions for depth and complexity:

<table>
<thead>
<tr>
<th>Access (Resources and/or Process)</th>
<th>Expression (Products and/or Performance)</th>
</tr>
</thead>
<tbody>
<tr>
<td>N/A</td>
<td>Students may identify initial resources they may access to find information</td>
</tr>
</tbody>
</table>

#### Critical Content:
- The ways that researchers use and organize multiple sources
- Writing and research processes

#### Key Skills:
- Effectively organize a formal presentation that includes all key components (introduction, claim/evidence, etc.)
- Synthesize a variety of sources/data into a cogent and compelling argument

#### Critical Language:
Resources, validity, analysis, evaluate, paraphrasing, (determine/establish) credibility, fact/opinion, claim, evidence, argument

### Learning Experience # 7

The teacher may model the inquiry and questioning process so that students can begin considering the aspects of quality generative questions. *Producing text*

#### Generalization Connection(s):
Audiences/readers can make informed decisions about the influence of a text when they recognize a writer’s possible bias/slant
Multiple perspectives help develop an informed understanding of an issue/idea
Authors use compelling claims, relevant evidence and persuasive devices to effectively communicate their perspective

#### Teacher Resources:
[http://library.sonoma.edu/howdoi/pdf/createresearchquestions.pdf](http://library.sonoma.edu/howdoi/pdf/createresearchquestions.pdf) (Template for generating research questions)

#### Student Resources:
[http://library.sonoma.edu/howdoi/pdf/createresearchquestions.pdf](http://library.sonoma.edu/howdoi/pdf/createresearchquestions.pdf) (Template for generating research questions)

#### Assessment:
Students will complete the research question template and make entries on their KWL graphic organizer in the “W” column. [http://library.sonoma.edu/howdoi/pdf/createresearchquestions.pdf](http://library.sonoma.edu/howdoi/pdf/createresearchquestions.pdf) (Template for generating research questions)

#### Differentiation:

<table>
<thead>
<tr>
<th>Access (Resources and/or Process)</th>
<th>Expression (Products and/or Performance)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Access (Resources and/or Process)</td>
<td>Expression (Products and/or Performance)</td>
</tr>
</tbody>
</table>
### Colorado Teacher Authored Sample Instructional Unit

**Unit Title: Everything's An Argument**

#### Extensions for depth and complexity:

<table>
<thead>
<tr>
<th>Access (Resources and/or Process)</th>
<th>Expression (Products and/or Performance)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Teachers may provide a skeleton format or framed sentence starters for research questions. Teachers may create partner or small groups to generate the questions.</td>
<td>Students may complete the research questions. Students may pose more questions using Bloom’s Taxonomy or Hess’s DOK matrix for higher level questions.</td>
</tr>
</tbody>
</table>

#### Extensions for depth and complexity:

- **http://www.meade.k12.sd.us/PASS/Pass%20Adobe%20Files/March%202007/BloomsTaxonomyQuestionStems.pdf** (Bloom’s Question Stems)
- **http://svesd.net/files/DOK_Question_Stems.pdf** (DOK Question Stems)

#### Critical Content:

- The ways that researchers use and organize multiple sources
- Writing and research processes

#### Key Skills:

- Write a Research Question
- Effectively organize a formal presentation that includes all key components (introduction, claim/evidence, etc.)
- Compose a compelling and organized argument with relevant evidence

#### Critical Language:

- Research Question, research, proposal, debatable

---

### Learning Experience # 8

The teacher may provide criteria and materials for evaluating the reliability of print and internet resources so that students can effectively distinguish between “more reliable” and “less reliable” resources. **[Critiquing text, Producing text]**

#### Generalization Connection(s):

Authors use compelling claims, relevant evidence and persuasive devices to effectively communicate their perspective.

#### Teacher Resources:

- **http://www.crlsresearchguide.org/Research_Tip_Sheets.asp** (Research paper tip sheet)
- **http://www.readwritethink.org/professional-development/strategy-guides/developing-evidence-based-arguments-31034.html** (Resource for evidence-based arguments)
- **http://www.readwritethink.org/professional-development/strategy-guides/developing-persuasive-writing-strategies-30965.html** (Persuasive writing strategies)
- **http://kathyschrock.net/abceval/5ws.pdf** Five Ws of Website Evaluation (Criteria/questions for evaluating website sources)
- **http://edsitement.neh.gov/reference-shelf/tips-for-better-browsing/evaluating-online-resources** (Edsitement resource for evaluating online resources)

#### Student Resources:

- **http://www.crlsresearchguide.org/Research_Tip_Sheets.asp** (Research paper tip sheet)

#### Assessment:

The assessments for this and the following Learning Experiences are aimed at gathering evidence and providing feedback as they craft their persuasive writing project. For this Learning Experience, students will produce the initial brainstorming and drafts of their ideas for the multi-genre project. **http://www.gtps.k12.nj.us/curric/writing/index_files/page0003.htm** (Writer’s workshop toolkit with editing/revising checklists, peer observation forms, strategies, and student exemplars)

#### Differentiation:

<table>
<thead>
<tr>
<th>Access (Resources and/or Process)</th>
<th>Expression (Products and/or Performance)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong><a href="http://www.crlsresearchguide.org/Research_Tip_Sheets.asp">http://www.crlsresearchguide.org/Research_Tip_Sheets.asp</a></strong> (Research paper tip sheet)</td>
<td></td>
</tr>
</tbody>
</table>
### Colorado Teacher-Authored Sample Instructional Unit

<table>
<thead>
<tr>
<th>(Multiple means for students to access content and multiple modes for student to express understanding.)</th>
<th>Teachers may provide teacher-student conferences to help identify resources Teachers may confer with students about evaluating sources. Teachers may provide checklist to follow for appropriate steps in the research process</th>
<th>Students may submit responses to the criteria for evaluating sources</th>
</tr>
</thead>
</table>

### Extensions for depth and complexity:

<table>
<thead>
<tr>
<th>Access (Resources and/or Process)</th>
<th>Expression (Products and/or Performance)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Teachers may help students find opposing viewpoints Teachers may provide opportunities for citing sources</td>
<td>Students may identify sources of opposing view point Students may begin annotating the resources</td>
</tr>
</tbody>
</table>

### Critical Content:

- The ways that researchers use and organize multiple sources
- Writing and research process

### Key Skills:

- Effectively organize a formal presentation that includes all key components (introduction, claim/evidence, etc.)
- Evaluate the credibility of a variety of sources and cite accurately and ethically
- Compose a compelling and organized argument with relevant evidence
- Synthesize a variety of sources/data into a cogent and compelling argument

### Critical Language:

- Research, key words, source(s), annotated, (determine/establish) credibility, citing/citation, bibliographic (footnotes, endnotes, citation/citing, quotations, documentation), claim, evidence, argument

### Learning Experience # 9

The teacher may revisit peer editing steps so that students can deepen their understandings of the connections between giving and getting feedback and the writing process/effective writing. [Producing text]

### Generalization Connection(s):

- Audiences/readers can make informed decisions about the influence of a text when they recognize a writer’s possible bias/slant
- Authors use compelling claims, relevant evidence and persuasive devices to effectively communicate their perspective

### Teacher Resources:

- [http://www.am.dodea.edu/lejeune/bms/Pierce_Docs/documents/PeerRevisionChecklist.doc](http://www.am.dodea.edu/lejeune/bms/Pierce_Docs/documents/PeerRevisionChecklist.doc) (Peer revision checklist)

### Student Resources:

- [http://www.am.dodea.edu/lejeune/bms/Pierce_Docs/documents/PeerRevisionChecklist.doc](http://www.am.dodea.edu/lejeune/bms/Pierce_Docs/documents/PeerRevisionChecklist.doc) (Peer revision checklist)

### Assessment:

- Students will continue to work on their persuasive writing project. The assessments for this and the following Learning Experiences are aimed at gathering evidence and providing feedback as they craft their persuasive writing project. For this Learning Experience, students will produce the initial brainstorming and drafts of their ideas for the persuasive writing project. [http://www.gtps.k12.nj.us/curric/writing/index_files/page0003.htm](http://www.gtps.k12.nj.us/curric/writing/index_files/page0003.htm) (Writer’s workshop toolkit with editing/revising checklists, peer observation forms, strategies, and student exemplars)

### Differentiation:

- Access (Resources and/or Process) | Expression (Products and/or Performance)
### Critical Content:
- The ways that researchers use and organize multiple sources
- Writing and research processes
- The importance of format and delivery in relation to the effectiveness of the text

### Key Skills:
- Compose a compelling and organized argument with relevant evidence
- Edit and revise a compelling and organized argument
- Synthesize a variety of sources/data into a cogent and compelling argument

### Critical Language:
Draft, revision, editing, analysis, evaluate, bibliographic (footnotes, endnotes, citation/citing, quotations, documentation), claim, evidence, argument

### Learning Experience # 10

The teacher may model the citation process so that students can understand the need to accurately attribute sources.  

**[Producing text]**

<table>
<thead>
<tr>
<th>Generalization Connection(s):</th>
<th>Students understand how multiple perspectives develop an informed understanding of an issue/idea</th>
</tr>
</thead>
</table>
| Teacher Resources:            | [http://libguides.csusb.edu/content.php?pid=279204&sid=2342436](http://libguides.csusb.edu/content.php?pid=279204&sid=2342436) (MLA citation guide)  
[http://citationmachine.net/index2.php](http://citationmachine.net/index2.php) (Online citation creator)  
[http://libguides.csusb.edu/content.php?pid=279204&sid=2342438](http://libguides.csusb.edu/content.php?pid=279204&sid=2342438) (Parenthetical citations)  
| Student Resources:            | Works Cited Sheets for practice citations, Example Works Cited Sheet |
| Assessment:                   | Students will demonstrate accurate citations as they draft and revise their research. That evidence may be seen in their Works Cited Page and in-text citations. The assessments for this and the following Learning Experiences are aimed at gathering evidence and providing feedback as they craft their persuasive writing project. For this Learning Experience, students will produce the initial brainstorming and drafts of their ideas for the persuasive writing project.  
| Differentiation:              | **Access (Resources and/or Process)**  
**Expression (Products and/or Performance)** |
### Colorado Teacher Authored Sample Instructional Unit

<table>
<thead>
<tr>
<th>Extensions for depth and complexity:</th>
<th>Access (Resources and/or Process)</th>
<th>Expression (Products and/or Performance)</th>
</tr>
</thead>
<tbody>
<tr>
<td>(Multiple means for students to access content and multiple modes for student to express understanding.)</td>
<td>Teachers may offer pre-populated “cheat sheet” Works Cited sheet with correct punctuation</td>
<td>Students may create Works Cited Sheet Students may produce in-text citations in their drafts</td>
</tr>
<tr>
<td><strong>Critical Content:</strong></td>
<td>Teachers may provide guidance in using Chicago Manual style</td>
<td>Students may provide citations in Chicago Manual style</td>
</tr>
<tr>
<td>• The ways that researchers use and organize multiple Writing and research processes</td>
<td></td>
<td></td>
</tr>
<tr>
<td>• The importance of format and delivery in relation to the effectiveness of the text</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Key Skills:</strong></td>
<td>Teachers may provide guidance in using Chicago Manual style</td>
<td>Students may provide citations in Chicago Manual style</td>
</tr>
<tr>
<td>• Synthesize a variety of sources/data into a cogent and compelling argument</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Critical Language:</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Analysis, evaluate, paraphrasing, (determine/establish) credibility, synthesis, citing/citation, fact/opinion, bibliographic (footnotes, endnotes, citation/citing, quotations, documentation), claim, evidence, argument</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### Learning Experience # 11

**The teacher may provide exemplary persuasive speeches so that students can begin to consider the structure and other elements of speeches.** *Producing text*

**Teacher Note:** This Learning Experience transitions students from writing about their topic/issue to preparing their speech to persuade their classmates to pursue their Service Learning Project.

**Generalization Connection(s):** Multiple perspectives help develop an informed understanding of an issue/idea Authors use compelling claims, relevant evidence and persuasive devices to effectively communicate their perspective

**Teacher Resources:**

- [http://www.readwritethink.org/classroom-resources/printouts/persuasion-rubric-30217.html](http://www.readwritethink.org/classroom-resources/printouts/persuasion-rubric-30217.html) (Persuasion rubric)
- [http://m.wikihow.com/Sample/Persuasive-Speech-About-Texting](http://m.wikihow.com/Sample/Persuasive-Speech-About-Texting) (Persuasive Speech transcript about texting)
- [http://www.thewritesource.com/studentmodels/ws2k-summer.htm](http://www.thewritesource.com/studentmodels/ws2k-summer.htm) (Persuasive Speech transcript about texting)

**Student Resources:**

- [http://eslbee.com/persuasion_essays_models.htm](http://eslbee.com/persuasion_essays_models.htm) (Persuasive Speech Examples)

**Assessment:** Students will continue to work on drafts of persuasive speech. The assessments for this and the following Learning Experiences are aimed at gathering evidence and providing feedback as they craft their persuasive writing project. For this Learning Experience, students will produce the initial brainstorming and drafts of their ideas for the persuasive writing project.

- [http://www.gtps.k12.nj.us/curric/writing/index_files/page0003.htm](http://www.gtps.k12.nj.us/curric/writing/index_files/page0003.htm) (Writer’s workshop toolkit with editing/reviseing checklists, peer observation forms, strategies, and student exemplars)
## Differentiation:
(Multiple means for students to access content and multiple modes for student to express understanding.)

<table>
<thead>
<tr>
<th>Access (Resources and/or Process)</th>
<th>Expression (Products and/or Performance)</th>
</tr>
</thead>
<tbody>
<tr>
<td>N/A</td>
<td>N/A</td>
</tr>
</tbody>
</table>

## Extensions for depth and complexity:

<table>
<thead>
<tr>
<th>Access (Resources and/or Process)</th>
<th>Expression (Products and/or Performance)</th>
</tr>
</thead>
<tbody>
<tr>
<td>N/A</td>
<td>N/A</td>
</tr>
</tbody>
</table>

## Critical Content:
- The ways that researchers use and organize multiple sources
- The importance of format and delivery in relation to the effectiveness of the text

## Key Skills:
- Present a formal persuasive speech that includes multimedia and visual components to engage an audience
- Effectively organize a formal presentation that includes all key components
- Effectively select and adjust words for context and audience
- Compose a compelling and organized argument with relevant evidence
- Edit and revise a compelling and organized argument
- Strategically choose the format and delivery of their message
- Synthesize a variety of sources/data into a cogent and compelling argument

## Critical Language:
(Determine/establish) credibility, synthesis, delineate/differentiate, citing/citation, fact/opinion, bibliographic (footnotes, endnotes, citation/citation, quotations, documentation), logical fallacies, claim, evidence, argument

## Learning Experience # 12

The teacher may provide exemplary formal presentations (e.g., YouTube video “Presentation Bad/Good” by Hussain Shafei) so that students can consider elements that contribute to effective persuasive speeches. [Understanding text, Critiquing text]

### Generalization Connection(s):
Authors use compelling claims, relevant evidence and persuasive devices to effectively communicate their perspective

### Teacher Resources:
- [https://www.youtube.com/watch?v=S5c1susCPAE](https://www.youtube.com/watch?v=S5c1susCPAE) (A short simple video of Bad and Good examples of Presentations.)
- Examples of Persuasive Speech to evaluate (from earlier in the unit):
  - [http://www.youtube.com/watch?v=M24_cPA_n_M](http://www.youtube.com/watch?v=M24_cPA_n_M) (Persuasive Speech on texting and driving)
  - [https://www.youtube.com/watch?v=NMq9M24_cPA_n_M](https://www.youtube.com/watch?v=NMq9M24_cPA_n_M) (Persuasive Speech on texting and driving)
  - [http://www.youtube.com/watch?v=NMq9M24_cPA_n_M](http://www.youtube.com/watch?v=NMq9M24_cPA_n_M) (Severn Suzuki at UN Earth Summit video; 1992)

### Student Resources:
- Examples of Persuasive Speech to evaluate (from earlier in the unit):
  - [http://www.youtube.com/watch?v=M24_cPA_n_M](http://www.youtube.com/watch?v=M24_cPA_n_M) (Persuasive Speech on texting and driving)
  - [https://www.youtube.com/watch?v=NMq9M24_cPA_n_M](https://www.youtube.com/watch?v=NMq9M24_cPA_n_M) (Persuasive Speech on texting and driving)
  - [http://www.youtube.com/watch?v=NMq9M24_cPA_n_M](http://www.youtube.com/watch?v=NMq9M24_cPA_n_M) (Severn Suzuki at UN Earth Summit video; 1992)
## Colorado Teacher-Authored Sample Instructional Unit

### Assessment:
Students will score presentations based on the speech rubric and discuss their scoring.  

### Differentiation:  
(Multiple means for students to access content and multiple modes for student to express understanding.)

<table>
<thead>
<tr>
<th>Access (Resources and/or Process)</th>
<th>Expression (Products and/or Performance)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Teachers may create partner and small groups to evaluate speeches</td>
<td>Students may work with partners to evaluate the speech with the rubric</td>
</tr>
</tbody>
</table>

### Extensions for depth and complexity:

<table>
<thead>
<tr>
<th>Access (Resources and/or Process)</th>
<th>Expression (Products and/or Performance)</th>
</tr>
</thead>
<tbody>
<tr>
<td>N/A</td>
<td>N/A</td>
</tr>
</tbody>
</table>

### Critical Content:
- Youtube video by Shafei
- Expectations for a formal presentation (eye contact, volume, pronunciation, etc.)
- Expectations for audience behavior including active listening, participation and feedback
- The importance of format and delivery in relation to the effectiveness of the text

### Key Skills:
- Evaluate and trace a speaker’s argument and provide constructive feedback

### Critical Language:
Peer evaluation, informal, monotone, body language

### Learning Experience # 13

#### The teacher may provide examples of presentations with visuals so that the students can identify the effective use of visuals.  
**[Understanding text, Critiquing text]**

### Generalization Connection(s):
Authors use compelling claims, relevant evidence and persuasive devices to effectively communicate their perspective

### Teacher Resources:
- [www.library.fay.school.org](http://www.library.fay.school.org) (Power Point presentation rubric)
- [http://www.slideshare.net/thecroaker/death-by-power-point](http://www.slideshare.net/thecroaker/death-by-power-point) (“Death by Power Point”)

### Student Resources:
- [www.cchs.ccusd.org](http://www.cchs.ccusd.org) (Power Point checklist)
- [www.sinclair.edu](http://www.sinclair.edu) (Power Point slide checklist)

### Assessment:
Students will evaluate the effective use of visuals in example presentations.  
[http://www.makinglearningreal.org/pdfs/scoring_rubric.pdf](http://www.makinglearningreal.org/pdfs/scoring_rubric.pdf) (Visual use included in presentation rubric)

The students will finalize their use of visuals.

### Differentiation:

<table>
<thead>
<tr>
<th>Access (Resources and/or Process)</th>
<th>Expression (Products and/or Performance)</th>
</tr>
</thead>
</table>
### Extensions for depth and complexity:

- **Access (Resources and/or Process):** Teachers may confer with students about the use of visuals in their presentations.

- **Expression (Products and/or Performance):** Students may vary number of slides in their presentation. Students may vary complexity of presentation (i.e. less use of animation, charts, graphs).

### Critical Content:

- “Death by Power Point”
- Expectations for a formal presentation (eye contact, volume, pronunciation, etc.)
- Expectations for audience behavior including active listening, participation and feedback
- The importance of format and delivery in relation to the effectiveness of the text

### Key Skills:

- Present a formal persuasive speech that includes multimedia and visual components to engage an audience
- Evaluate and trace a speaker’s argument and provide constructive feedback

### Critical Language:

- Slide, font, style, balance, distracting element, bullet points, transition, animation, effects, significance

### Learning Experience # 14

The teacher may facilitate an evaluation of students’ persuasive performance so that students can analyze the effectiveness of their presentation and preparation and connect self-critique with the process of improving future presentations. [Critiquing text]

### Teacher Notes:

This Learning Experience follows the student presentation.

### Generalization Connection(s):

Authors use compelling claims, relevant evidence and persuasive devices to effectively communicate their perspective. Speakers temper individual/personal passions to speak with diverse audiences.

### Teacher Resources:

- [www.library.leeds.uk/downloads/file/311/exaple_smart_action_plan](http://www.library.leeds.uk/downloads/file/311/exaple_smart_action_plan) (Video recording devices, action plan to improve communication)
- [www.mindtools.com/pages/articles/newCS_96.htm](http://www.mindtools.com/pages/articles/newCS_96.htm) (How good are your presentation skills)

### Student Resources:

- Recording of presentation, rubric to self-evaluate oral presentation
- Student creates action plan to improve presentation using rubrics to identify areas of strength and areas needing improvement

### Assessment:

Students will self-evaluate their performance using the rubric.  
[www.score.rims.k12.ca.us](http://www.score.rims.k12.ca.us) (Rubric to evaluate student presentations)  
## Colorado Teacher-Authored Sample Instructional Unit

### Differentiation:
(Multiple means for students to access content and multiple modes for student to express understanding.)

<table>
<thead>
<tr>
<th>Access (Resources and/or Process)</th>
<th>Expression (Products and/or Performance)</th>
</tr>
</thead>
<tbody>
<tr>
<td>N/A</td>
<td>Students may present their self-critique verbally rather than in writing</td>
</tr>
</tbody>
</table>

### Extensions for depth and complexity:

<table>
<thead>
<tr>
<th>Access (Resources and/or Process)</th>
<th>Expression (Products and/or Performance)</th>
</tr>
</thead>
<tbody>
<tr>
<td>N/A</td>
<td>N/A</td>
</tr>
</tbody>
</table>

### Critical Content:
- Expectations for a formal presentation (eye contact, volume, pronunciation, etc.)
- Expectations for audience behavior including active listening, participation and feedback
- The importance of format and delivery in relation to the effectiveness of the text

### Key Skills:
- Present a formal persuasive speech that includes multimedia and visual components to engage an audience
- Effectively organize a formal presentation that includes all key components (introduction, claim/evidence, etc.)
- Effectively select and adjust words for context and audience
- Compose a compelling and organized argument with relevant evidence
- Edit and revise a compelling and organized argument
- Strategically choose the format and delivery of their message
- Synthesize a variety of sources/data into a cogent and compelling argument

### Critical Language:
Critique, analyze, evaluate