



# Gold Seal Lesson

|                                       |                 |             |  |          |          |               |
|---------------------------------------|-----------------|-------------|--|----------|----------|---------------|
| <b>Author(s):</b><br>Elizabeth Pierce |                 |             | <b>Lesson Title:</b><br>To Kill A Mockingbird- Travel Brochure |          |          |               |
| <b>Grade Span</b>                     |                 |             | <b>ICLE Application Model</b>                                  |          |          |               |
| <b>K-4</b>                            | <b>5-8</b><br>X | <b>9-12</b> | <b>A</b>   | <b>B</b> | <b>C</b> | <b>D</b><br>X |

### Instructional Focus:

**Reading** Students read a variety of grade level materials, applying strategies appropriate to various situations.

**Writing** Students write for a variety of purposes and audiences with sophistication and complexity appropriate to the grade level.

**Listening** Students listen for a variety of purposes appropriate to the grade level.

**Speaking** Students speak for a variety of purposes and audiences with sophistication and complexity appropriate to the grade level.

### Performance Task

The student will conduct a phone interview with a representative from the local Chamber of Commerce and take notes during the conversation. After the telephone interview and acquiring information about the Chamber of Commerce, the student will synthesize from the reading and listening tasks a report about the Chamber of Commerce's role in his/her community. The student will give a three-minute oral presentation on the role of the Chamber of Commerce's function and its importance to the community. The student will then use varied forms of media to produce a travel brochure for Maycomb County based on the descriptions of various landmarks and their significances in *To Kill A Mockingbird*. The purpose of this travel brochure is to capitalize on the economic influx of out-of-towners coming into town for the Tom Robinson trial. The student will then create a brochure, again using varied forms of media, and for what he/she perceives as the most important features of his/her own community that could draw potential economic growth. The purpose of this travel brochure, like the brochure for Maycomb County, is to draw potential economic opportunities – both national *and international* – to the student's own community.

### ICLE Essential Skills

Apply rules of appropriate diction, grammar, and usage in formal speaking situations. ela13

Use editing and revising skills to improve effectiveness and accuracy of drafts. ela14

Understand and produce a variety of informative formats such as business letters, memos, reports, news articles, brochures, proposals and critiques. ela22

Use ideas from journals, class discussion and literary criticism to write a paper that expresses a personal opinion, sustains a controlling idea, or uses specific evidence from literary texts to support an opinion. ela34

Gather information such as data, facts, ideas, concepts, and generalizations from oral sources. ela51

Participate in a one-on-one conference by relating essential information, asking questions on the topic, and using language to clarify information. ela69

## Scoring Guide:

Score each of the following characteristics on a scale of 4 to 0, where 4 = surpasses expectations; 3 = high quality performance; 2 = satisfactory quality performance; 1 = minimum quality performance; 0 = does not meet expectations.

### CHARACTERISTICS CRITERIA SCORE

- **Research Chamber of Commerce**
- Notes from telephone conversation
- Literature from Chamber of Commerce\_\_\_\_\_
  
- **Write a Report on the Chamber of Commerce**
- Applies the rules and conventions of grammar, usage, punctuation, paragraphing, spelling
- Presents information in well-organized fashion that will be clear to the target audience
- Uses editing and revising skills to improve effectiveness and accuracy\_\_\_\_\_
  
- **Give an Oral Presentation**
- Meets the three minute time requirement
- Makes eye contact, speaks loudly enough, delivers information in a well-organized fashion
- Applies rules of appropriate diction, grammar, and usage while speaking\_\_\_\_\_
  
- **Produce a Travel Brochure for Maycomb County**
- Promotes Maycomb County to capitalize on economic influx of the Tom Robinson Trial
- Applies the rules and conventions of grammar, usage, punctuation, paragraphing, spelling
- Presents information in well-organized fashion that will be clear to the target audience
- Understands the personal, social, cultural and historical significance of *To Kill A Mockingbird*
- Uses a variety of media to transmit information to audience\_\_\_\_\_
  
- **Produce a Travel Brochure for Own County**
- Promotes county for future national and international business development
- Applies the rules and conventions of grammar, usage, punctuation, paragraphing, spelling
- Presents information in well-organized fashion that will be clear to the target audience
- Understands the personal, social, cultural and historical significance of his/her own community
- Uses a variety of media to transmit information to audience\_\_\_\_\_
  
- **Technology**
- Makes proper use of technology\_\_\_\_\_
  
- **Task Management**
- Manages time wisely
- Manages communication with institutions in a timely and courteous fashion
- Cooperates with others as needed\_\_\_\_\_

**Keywords**

| <b>English Language Arts</b>   | <b>Mathematics</b>  | <b>Science</b>       |
|--|---------------------|----------------------|
| <b>Reading</b><br>Comprehension<br>In Context<br>Independent Reading<br>Integration  | <b>Algebra</b>      | <b>Earth Science</b> |
| <b>Writing</b><br>Brochure<br>Critique<br>Dictation<br>Note Taking<br>Organization<br>Paraphrasing<br>Persuasion<br>Technical Writing<br>Technology<br>Integration<br>Video<br>Word Processing | <b>Geometry</b>     | <b>Life Science</b>  |
| <b>Communications</b><br>Audience<br>Interviewing<br>Listening<br>Multimedia<br>Oral Presentation<br>Paraphrasing  | <b>Statistics</b>   | <b>Chemistry</b>     |
| <b>Literature</b><br>American Literature<br>Character<br>Comparative<br>Consumer Literature<br>Non-Fiction<br>Point of View<br>Setting<br>Voice  | <b>Calculus</b>     | <b>Physics</b>       |
| <b>Other</b>   | <b>Trigonometry</b> | <b>Other</b>         |
|  | <b>Other</b>        |                      |