



Gold Seal Lesson

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

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