

# LESSON 8

## CAMPAIGN COMMUNICATIONS

### CURRICULUM LINKS

| <i>Grade 7</i>        | <i>Overall Expectations</i>   | <i>Specific Expectations</i>   |
|-----------------------|---|--|
| <b>Writing</b>        | 1. generate, gather, and organize ideas and information to write for an intended purpose and audience;  | <b>Research</b><br>1.3 gather information to support ideas for writing, using a variety of strategies and a wide range of print and electronic resources<br><br><b>Classifying Ideas</b><br>1.4 sort and classify ideas and information for their writing in a variety of ways that allow them to manipulate information and see different combinations and relationships in their data  |
| <b>Reading</b>        | 1. read and demonstrate an understanding of a variety of literary, graphic, and informational texts, using a range of strategies to construct meaning;<br><br>2. recognize a variety of text forms, text features, and stylistic elements and demonstrate understanding of how they help communicate meaning;   | <b>Demonstrating Understanding</b><br>1.4 demonstrate understanding of increasingly complex texts by summarizing important ideas and citing a variety of details that support the main idea<br><br><b>Making Inferences/Interpreting Texts</b><br>1.5 develop and explain interpretations of increasingly complex or difficult texts using stated and implied ideas from the texts to support their interpretations<br><br><b>Text Features</b><br>2.3 identify a variety of text features and explain how they help communicate meaning   |
| <b>Media Literacy</b> | 1. demonstrate an understanding of a variety of media texts;<br><br>2. identify some media forms and explain how the conventions and techniques associated with them are used to create meaning;<br><br>4. reflect on and identify their strengths as media interpreters and creators, areas for improvement, and the strategies they found most helpful in understanding and creating media texts. | 1.2 interpret increasingly complex or difficult media texts, using overt and implied messages as evidence for their interpretations<br><br><b>Responding to and Evaluating Texts</b><br>1.3 evaluate the effectiveness of the presentation and treatment of ideas, information, themes, opinions, issues, and/or experiences in media texts<br><br>2.2 identify the conventions and techniques used in a variety of media forms and explain how they help convey meaning and influence or engage the audience<br><br><b>Metacognition</b><br>4.1 identify what strategies they found most helpful in making sense of and creating media texts, and explain how these and other strategies can help them improve as media viewers/listeners/producers |

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| <b>Reading</b>        | <p>1. read and demonstrate an understanding of a variety of literary, graphic, and informational texts, using a range of strategies to construct meaning;</p> <p>2. recognize a variety of text forms, text features, and stylistic elements and demonstrate understanding of how they help communicate meaning;</p>   | <p><b>Demonstrating Understanding</b><br/>1.4 demonstrate understanding of increasingly complex and difficult texts by summarizing important ideas and explaining how the details support the main idea</p> <p><b>Making Inferences/Interpreting Texts</b><br/>1.5 develop and explain interpretations of increasingly complex or difficult texts using stated and implied ideas from the texts to support their interpretations</p> <p><b>Text Features</b><br/>2.3 identify a variety of text features and explain how they help communicate meaning</p>   |
| <b>Media Literacy</b> | <p>1. demonstrate an understanding of a variety of media texts;</p> <p>2. identify some media forms and explain how the conventions and techniques associated with them are used to create meaning;</p> <p>4. reflect on and identify their strengths as media interpreters and creators, areas for improvement, and the strategies they found most helpful in understanding and creating media texts.</p> | <p><b>Making Inferences/Interpreting Messages</b><br/>1.2 interpret increasingly complex or difficult media texts, using overt and implied messages as evidence for their interpretations</p> <p><b>Responding to and Evaluating Texts</b><br/>1.3 evaluate the effectiveness of the presentation and treatment of ideas, information, themes, opinions, issues, and/or experiences in media texts</p> <p><b>Conventions and Techniques</b><br/>2.2 identify the conventions and techniques used in a variety of media forms and explain how they help convey meaning and influence or engage the audience</p> <p><b>Metacognition</b><br/>4.1 identify what strategies they found most helpful in making sense of and creating media texts, and explain how these and other strategies can help them improve as media viewers/listeners/producers</p> |