

# Lesson Plan

Teacher's Name ..... Date .....  
Grade ..... Class(es) ..... Date(s) ..... M Tu W Th F

## Lesson 27.1 Interpreting Visual Messages *SE/TWE pp. 766–770*

### FOCUS

**Objectives:** To develop effective skills for identifying, understanding, and interpreting visual images and messages sent by various forms of mass media; to create and produce mass media messages

\_\_\_ Bellringer and Motivating Activity, TWE p. 766

### TEACH

- \_\_\_ L2, Using the Chart, TWE p. 767
- \_\_\_ L2, Interpreting Music Videos, TWE p. 767
- \_\_\_ Enrichment and Extension, TWE p. 767
- \_\_\_ L2, Interpreting a Visual Message, TWE p. 768
- \_\_\_ L2, Exploring Light and Shadow, TWE p. 768
- \_\_\_ L2, Viewing and Representing, TWE p. 768
- \_\_\_ L3, Thinking Critically, TWE p. 769
- \_\_\_ Using the Internet, TWE p. 769
- \_\_\_ L2, Interpreting a Movie Still, TWE p. 769
- \_\_\_ Exploring Language, TWE p. 769

### PRACTICE AND ASSESS

\_\_\_ Evaluation Rubrics: Exercises 2 and 3, TWE p. 770

### Additional Resources

\_\_\_ *Viewing and Representing Activities*

### CLOSE

\_\_\_ Close activity, TWE p. 770

### Homework Assignments

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### Assessment Options

- \_\_\_ *Tests with Answer Key*  
    & *Rubrics*  
    Unit 27 Pretest
- \_\_\_ *Testmaker*  
    Unit 27 Pretest

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## Lesson 27.2 Analyzing Media Messages SE/TWE pp. 771–776

### FOCUS

**Objectives:** To develop an understanding of how to analyze and critique visual images, messages, and meanings; to effectively analyze media messages

\_\_\_ Bellringer and Motivating Activity, TWE p. 771

### TEACH

- \_\_\_ L1, Introducing Key Questions, TWE p. 772
- \_\_\_ L2, Analyzing Messages, TWE p. 772
- \_\_\_ Less-Proficient Readers, TWE p. 772
- \_\_\_ L1, Analyzing Characters and Situations, TWE p. 773
- \_\_\_ L2, Analyzing Film and Television, TWE p. 773
- \_\_\_ L2, Comparing Original Texts with Film Adaptations, TWE p. 773
- \_\_\_ L2, Analyzing Print Advertisements, TWE p. 774
- \_\_\_ L3, Using the Internet, TWE p. 774
- \_\_\_ L2, Evaluating Advertising Techniques, TWE p. 774
- \_\_\_ English Language Learners, TWE p. 774
- \_\_\_ L2, Analyzing Advertising Materials, TWE p. 775
- \_\_\_ L2, Using the Chart, TWE p. 775
- \_\_\_ L2, Analyzing the Advertisement, TWE p. 776
- \_\_\_ L2, Evaluating the Advertisement, TWE p. 776
- \_\_\_ Real World Connection, TWE p. 776

### PRACTICE AND ASSESS

\_\_\_ Evaluation Rubrics, TWE p. 776

### Additional Resources

\_\_\_ *Viewing and Representing Activities*

### CLOSE

\_\_\_ Close activity, TWE p. 776

### Homework Assignments


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## Lesson 27.3 Producing Media Messages SE/TWE pp. 777–780

### FOCUS

**Objectives:** To develop an understanding of media messages; to learn to produce media messages

\_\_\_ Bellringer and Motivating Activity, TWE p. 777

### TEACH

- \_\_\_ L1, Introducing the PSA Project, TWE p. 778
- \_\_\_ L1, Guiding the PSA Project, TWE p. 778
- \_\_\_ L1, Introducing the Television Project, TWE p. 779
- \_\_\_ L1, Guiding the Television Project, TWE p. 779
- \_\_\_ Special Needs, TWE p. 779
- \_\_\_ L3, Enrichment and Extension, TWE p. 780

### PRACTICE AND ASSESS

- \_\_\_ Evaluation Rubrics: Exercises 9 and 10, TWE p. 780

### Additional Resources

- \_\_\_ *Viewing and Representing Activities*

### CLOSE

- \_\_\_ Close activity, TWE p. 780

### Homework Assignments

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### Assessment Options

- \_\_\_ *Tests with Answer Key & Rubrics*
- \_\_\_ *Unit 27 Mastery Test*
- \_\_\_ *Testmaker*
- \_\_\_ *Unit 27 Mastery Test*
- \_\_\_ *MindJogger Videoquizzes*
- \_\_\_ *Interactive Tutor: Self-Assessment, Unit 27*