



Lesson 19: Bringing it all together

Objectives: Students will develop a persuasive essay about the need to protect North Atlantic right whales and create and give a presentation based on the essay.

You will need:

- Writing materials
- Copies of Persuasion Map (page 19-3), checklist (page 19-4) and PowerPoint instructions (pages 19-5 and 19-6) for each student
- Computers with internet access/presentation software (e.g. PowerPoint)

Standards: CCSS.ELA-Literacy.W.4.1; CCSS.ELA-Literacy.W.4.2; CCSS.ELA-Literacy.W.4.4; CCSS.ELA-Literacy.W.4.8; CCSS.ELA-Literacy.L.4.1; CCSS.ELA-Literacy.L.4.2; CCSS.ELA-Literacy.L.4.3; CCSS.ELA-Literacy.SL.4.4

Strategy:

1. Explain to students that they will be taking all of the information that they have learned about right whales and using it to write a persuasive essay. This should be written as a letter to a government individual or agency who is in a position to impose regulations that could help protect North Atlantic right whales. (E.g. the assistant administrator of NOAA Fisheries, whose name can be found at http://www.nmfs.noaa.gov/aboutus/leadership_bios.html. The address for NOAA Fisheries Service is 1315 East West Highway, Silver Spring, MD 20910.)
2. If this is the students' first introduction to the concept of persuasive writing, you may want to use the lesson plans at <http://www.readwritethink.org/classroom-resources/lesson-plans/convince-developing-persuasive-writing-56.html?tab=1#tabs>. The site provides four 40-minute lesson plans and includes activities and some online interactive resources that students can use in preparing their persuasive essay (letter).
3. An alternate (longer) persuasive writing unit can be found at <http://www.pkwy.k12.mo.us/CandD/CurriculumAreas/CommArts/documents/FinalFourtHGradePersuasiveWriting.pdf>. This document includes a plan for a 5-week persuasive writing lesson with mini-lesson outlines, a writing assessment, a checklist for students to use when developing persuasive essay (page 26; copied here on page 19-4) and a grading rubric for the persuasive essay (page 42).
4. Guide the students in the development of their persuasive essay. Explain that they should use the Persuasion Map (page 19-2) and checklist (page 19-3) to help develop the content for their letter and presentation. An interactive version of the Persuasion Map on page 19-2 can be found at <http://www.readwritethink.org/classroom-resources/student-interactives/persuasion-30034.html>
5. Explain that their letter will be so convincing that they will be invited to give a presentation to the government agency/official. They will need to create that presentation, and "practice" giving it to their classmates. The information on pages 19-4 and 19-5 can be used by the



students in developing their presentations. The content of the presentation should be based on the persuasive letter.

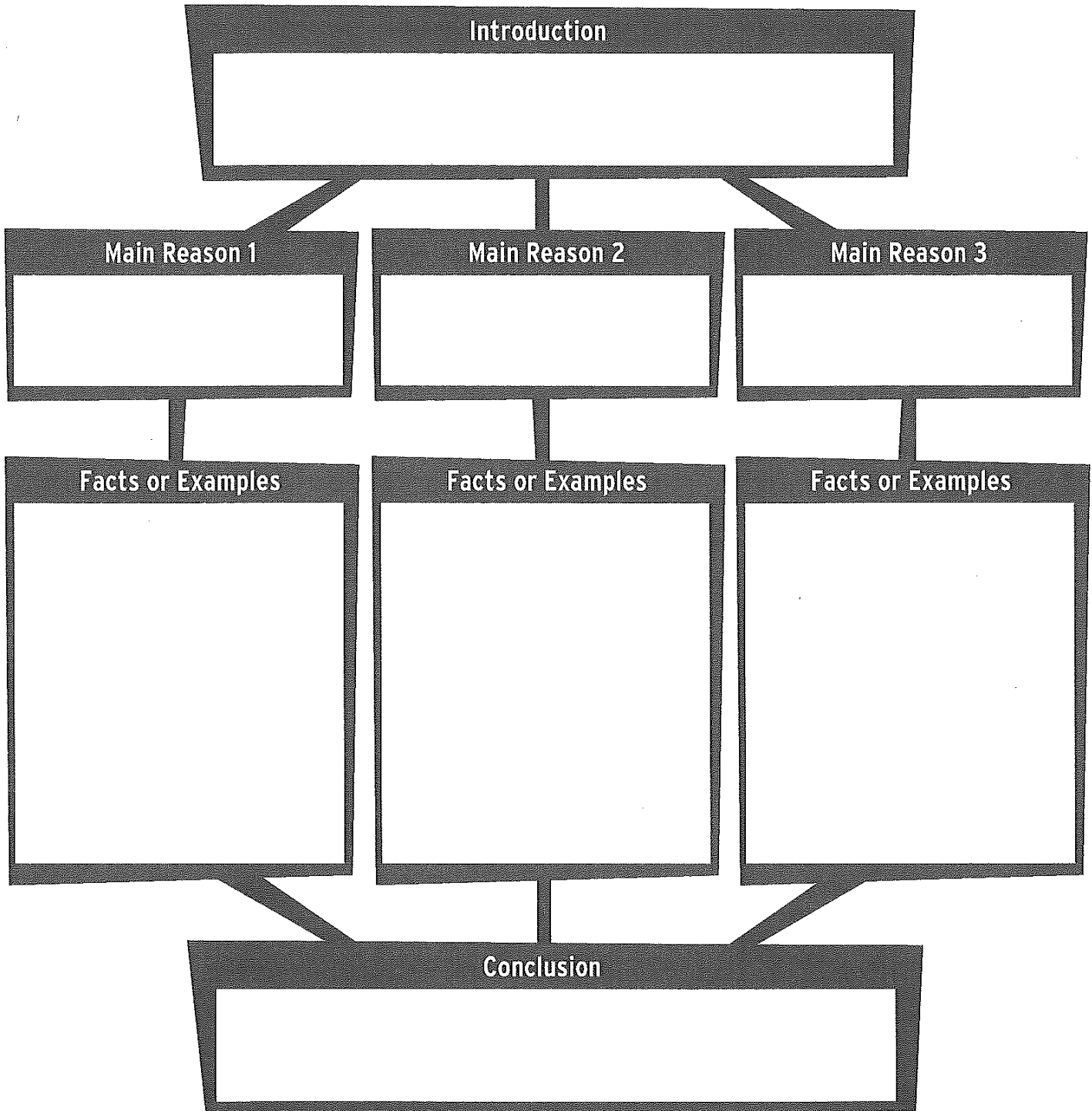
6. Have students take turns giving their presentations to the class.



PERSUASION MAP

by: _____

topic: _____





Persuasive writing checklist

SKILL	Check when completed
Clearly identified purpose	
Uses supporting details to back up point of view or argument	
Lead: Opening statement introduces opinion or point of view	
Information organized in logical order	
Conclusion: Contains a concluding statement or summary	
Uses persuasive words or phrases	
Uses transitional words or phrases	
Chooses a persuasive form specific to an audience	
Edits for spelling, punctuation, paragraphs, mechanics	
Evidence of revision	
Thoughtful title	
Neat handwriting, or presentation	



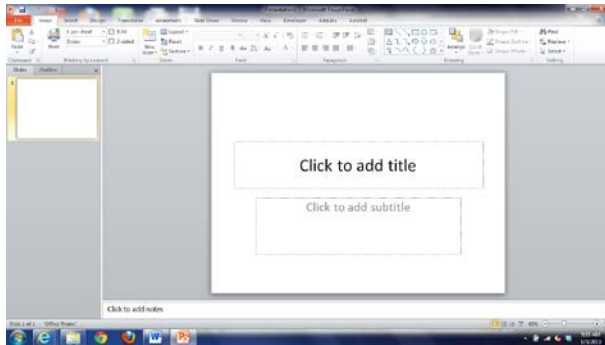
How to use PowerPoint (2007 or 2010)

PowerPoint allows you to create a presentation made up of a series of slides. These slides can contain text, pictures or both.



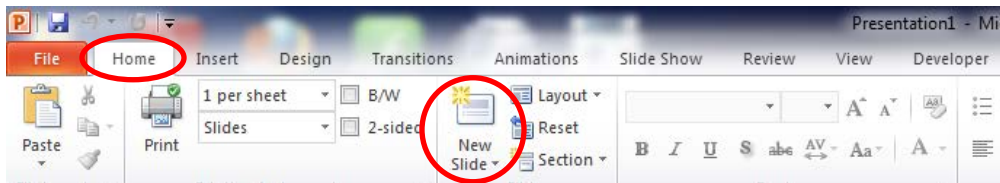
To open the program, click on the PowerPoint icon on the desktop, or follow your teacher's instructions.


When the program opens, the screen will look like this:



This is your title slide. Click on either of the text boxes and type the words that you want to add (your title, and either a subtitle or your name and class information)

To add another slide, click on Home, then New Slide



Remember to save your presentation as you work on it. To do this, either click on the save icon () or click on File, then Save. The default file name will be "Presentation1"—you will want to change that to something that you will remember (e.g. Beth whale talk).

You can add pictures to your slideshow by using the Insert tab, then selecting Clip Art or Picture. Clip Art allows you to choose from images stored in the program. Picture allows you to insert a photo that you have saved on the computer's hard drive. If you choose Clip Art, you can type in a word or words



in the search box to find the type of images you are looking for. Once you see an image you want to use, click on it and it will be inserted into the slide. You can change the size of the image. To do this, click on the image once. Use the mouse to click on one of the small circles in the corner of the image and drag it to make the image smaller or larger.

To see how your presentation will look to the audience, click on Slide Show on the menu bar, then From Beginning. You can use the right arrow, the enter key or space bar on the keyboard, or the left mouse button to move forward through the slides. To exit the slideshow, press the esc key in the top left corner of the keyboard.

Tips for creating good presentations:

1. Use large font sizes. PowerPoint will have default sizes (44 for titles, 32 for text in the body of the slide), but if you type a lot of words, the text will be smaller.
2. Don't use too much text on a slide. You should use 3-4 bulleted points per slide. These are short, simple notes—when you give the presentation, you will explain and provide more information verbally.
3. Use a simple font, like Arial, Tahoma, or Verdana. Fancy fonts are often difficult to read. Use one type of font throughout the presentation. At the most, use one font for the title and another for the body of text.
4. Use contrasting colors for text and background (usually dark font on a light background). You can click on the Design tab to see some options for slide designs.
5. Try to keep your presentation as simple as possible.