

# Contemporary Communications Academy Seniors

## 2013-14 Course Outline, Mrs. Rush

\*Dates are subject to change at teacher's discretion\*

<b>SEMESTER 1</b>			
<b>Unit Title</b>	<b>Description</b>	<b>Timeline</b>	<b>Major Assignments</b>
<b>UNIT 1: Intro to Communications: Contexts, Sending &amp; Receiving &amp; Personal Effectiveness</b>	In this introductory unit you will explore (1) the importance of communication, how it changes for various contexts and audiences (2) the signals we send and receive through words, voice, body language, position, touch, and appearance and (3) how positive self-perception, confidence, awareness, and decision-making all play a huge role in becoming a successful communicator.	4 weeks Sept 3 – Sept 27	“The Real Me” Autobiographical Speech * Due in class on Sept. 24, 25, 26, 27
<b>UNIT 2: What’s Next: Life After High School</b>	In this unit, you will focus on confronting choices about life after high school. Through self-reflection, you will specifically consider why you may want to go to college or pursue another kind of experience upon graduation. You will also have an opportunity to work on college applications.	5 weeks Sept 30 – Nov 1	Final Personal Essay, Completed Common App & FAQ Portfolio *Due: Oct. 25
<b>UNIT 3: Communicating Through Persuasion &amp; Rhetoric</b>	In this lesson, you will explore rhetorical appeals and learn how persuasion and negotiation play important roles in everyday life.	3 weeks Nov 4 – Nov 22	Persuasive Speech *Due in class on Nov. 19, 20, 21 22
<b>UNIT 4: Communicating With a Client -The Real Estate Project</b>	In our AOB 12 <sup>th</sup> grade cross-curricular project, you will learn about one of life’s most important decisions: buying a home! You’ll “become” realtors and launch on a journey to find your “clients” a home, qualify them for a mortgage, calculate a monthly budget, research the neighborhood, and pitch a presentation to your clients.	3 weeks Dec 1 – Dec 20	*MLA Research & Speech; Project PowerPoint Presentation to Clients (dates will vary by client)
<b>UNIT 5: Overcoming Communication Barriers &amp; Effective Speech Delivery</b>	In this unit you will explore several common factors that inhibit good communication such as negativity, self-absorption, ineffective language, and outside perceptions, and learn how to overcome these barriers, which will ultimately strengthen personal relationships. You will also learn how to perfect specific speech delivery elements such as hand gestures, vocal variety & visual aid.	week Jan 6 – Jan 24	Financial Plan Project Final Presentations- Semester Final (this is in conjunction with your Bus. Fin. Markets Class ) * Due during block period Jan 23

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<b>Semester 2</b>			
<b>Unit Title</b>	<b>Description</b>	<b>Timeline</b>	<b>Major Assignments</b>
<b>UNIT 6 Interpersonal Communication</b>	In this short unit, you will explore the crucial role listening plays in personal relationships, and learn practical ways to become a great listener. You will also master the most important parts of effective interpersonal communication including: tips on making conversation, dialogue strategy, negotiation, and attitude.	2 weeks Jan 27 – Feb 7	One-Minute Mini Speeches * Due: Feb 7
<b>UNIT 7: Resumes, Cover Letters &amp; Interviewing</b>	In this unit, you will perfect the art of communicating your strengths through a professional cover letter, resume and job interview. (This is in preparation for securing internships.) The final assignment will be a one-one-one job interview with a business partner as you are filmed and critiqued by your classmates, who will be watching next door!	2 weeks Feb 10 – Feb 21	Final Resume & Cover Letter * Due Feb 19  Live Feed Interviews in class on Jan 19, 20, 21
<b>UNIT 8: Workplace Communication: Etiquette, Conflict Resolution, Leadership &amp; Diversity</b>	In this unit, you will practice a variety of practical skills needed to be successful in a business setting such as: how to ask questions, help customers, answer phones, accept leadership responsibility, be sensitive to generational differences, and properly address and solve conflicts when they arise in the workplace.	4 weeks Feb 24 – Mar 28	Role Playing Scenarios * Due in class Mar 26, 27, 28
<b>UNIT 9: Career Research &amp; Informative Speaking</b>	In this unit, you will explore proper MLA research technique (identifying reliable sources, avoiding plagiarism, practicing advanced web search functions, incorporating cited evidence, outlining ) by doing extensive research on two separate careers in a similar industry field and then delivering an informative speech, comparing and contrasting the two careers.	7 weeks Apr 7 – May 23	Formal MLA Paper & Works Cited Page & Informative Speech * Due in class May 19, 20, 21, 22
<b>UNIT 10: Saying Goodbye</b>	In this final reflective unit, you will have an opportunity to communicate your goodbyes to staff and fellow students at CHS, and your family in the Academy.	2 weeks May 27 – June 5	Goodbye Speeches * In class Jun 4, 5