



Lesson Plan

Communicate to Advocate

Created: 12/2015 by the National FFA Organization

STUDENT LEARNING OBJECTIVES

After completing these activities students will...

1. Communicate about agricultural topics.
2. Develop concise and focused messaging.
3. Differentiate between modes of communication

TIME REQUIRED: 30-60 minutes

RESOURCES: FFA.org

EQUIPMENT AND SUPPLIES NEEDED:

1. A copy of the "Communicate to Advocate" worksheet for each student.

THIS QUICK LESSON PLAN WOULD WORK WELL AS:

1. Supplement to ag communications curriculum
2. Supplement to ag leadership curriculum
3. Preparation for CDEs and interaction with various audiences

THESE ACTIVITIES ARE ALIGNED TO THE FOLLOWING STANDARDS:

AFNR Performance Element

- CS.01. Analyze how issues, trends, technologies and public policies impact systems in the Agriculture, Food & Natural Resources Career Cluster.

FFA Precept

- FFA.PL-A.Action: Assume responsibility and take the necessary steps to achieve the desired results, no matter what the goal or task at hand.
- FFA.PG-J.Mental Growth: Embrace cognitive and intellectual development relative to reasoning, thinking and coping.
- FFA.CS-M.Communication: Effectively interact with others in personal and professional settings.

Common Core- Writing

- CCSS.ELA-LITERACY.W.9-10.1 Write arguments to support claims in an analysis of substantive topics or texts, using valid reasoning and relevant and sufficient evidence.

Common Core- Speaking and Listening

- CCSS.ELA-LITERACY.SL.9-10.2 Integrate multiple sources of information presented in diverse media or formats (e.g., visually, quantitatively, orally) evaluating the credibility and accuracy of each source.
- CCSS.ELA-LITERACY.SL.9-10.4 Present information, findings, and supporting evidence clearly, concisely, and logically such that listeners can follow the line of reasoning and the organization, development, substance, and style are appropriate to purpose, audience, and task.
- CCSS.ELA-LITERACY.SL.9-10.6 Adapt speech to a variety of contexts and tasks, demonstrating command of formal English when indicated or appropriate. (See grades 9-10 Language standards 1 and 3 here for specific expectations.)

Common Core- Math Practices

- CCSS.MP1: Make sense of problems and persevere in solving them.
- CCSS.MP3: Construct viable arguments and critique the reasoning of others.
- CCSS.MP6: Attend to precision.

AFNR Career Ready Practices

- CRP.04. Communicate clearly, effectively, and with reason. Career-ready individuals communicate thoughts, ideas and action plans with clarity, whether using written, verbal and/or visual methods.

Partnership for 21st Century Skills

- Civic Literacy
- Communication
- Critical Thinking and Problem Solving
- Global Awareness
- Information Literacy

- Information, Communications, and Technology Literacy
- Initiative and Self-direction
- Leadership and Responsibility
- Media Literacy
- Productivity and Accountability
- Think Creatively

LESSON PLAN:

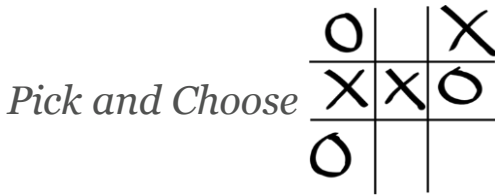
1. *Introduction:* There are many ways to advocate. Effective communication is critical to advocating effectively. This activity provides a set of tasks that will help students develop skills in communicating, knowledge gaining and persuading.
2. *Activity:* Each student needs a copy of the handout "Communicate to Advocate."
 - a. Each student should complete four of the nine tasks in the worksheet grid.
3. *Follow-up:*
 - a. Have students share their experiences when completing the activities.
 - b. Have students complete additional activities.

NAME: _____

Communicate to Advocate

DIRECTIONS:

Choose four of the nine tasks below and complete them on a separate sheet of paper.



1. Find 3 examples of effective communication through storytelling.	2. Choose a complex topic (to be provided) and present the argument in less than 250 words. Write a Tweet on your opinion/action.	3. Write a 3 minute speech about an ag topic using conversational, emotional language. Your topic must be complex and/or scientifically based.
4. Create 3 slides that articulate a message about your favorite part of agriculture.	5. Provide 3 examples of non-verbal communication.	6. Tell an ag story using your cell phone or tablet that's less than 1 minute. Share your story on social media.
7. Pick an agricultural related topic and blog about it.	8. Choose a non-ag audience (Lions Club, Rotary, school board, etc.) Pick an ag topic that has recently been in the news (antibiotics, GMOs, etc.); write and deliver a 7 minute speech to your chosen audience.	9. Prepare 3 minute persuasive presentation about a topic in agriculture.

Adapted from Tyson Foods Agriculture Communications Curriculum

Aligned to the following standards: CS.01, FFA.PL-A, FFA.PG-J, FFA.CS-M, CCSS.ELA-LITERACY.W.9-10.1, CCSS.ELA-LITERACY.SL.9-10.2, CCSS.ELA-LITERACY.SL.9-10.4, CCSS.ELA-LITERACY.SL.9-10.6, CCSS.MP1, CCSS.MP3, CCSS.MP6, CRP.04