

Projects in



Professional Communications

Proclamation 2020



- 100% TEKS & ELPS aligned to Communication Applications course
- Project-based learning prepares students for communication in the modern workplace



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Projects in Professional Communications

GRADES 9–12 | LEXILE 1060

Project-Based Learning Prepares Students for Communication in the Modern Workplace

Build the skills students need for effective workplace communication through engaging, “learn by doing” projects.

Each project builds students’ confidence and competence in a specific communication situation. Students explore

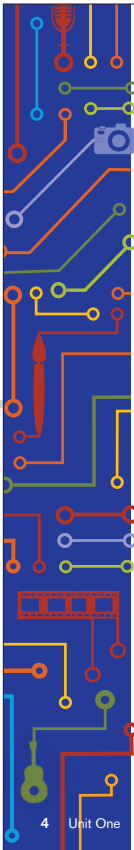
- communications basics
- effective interpersonal communication
- problem solving
- productive group interactions
- developing and delivering presentations
- finding and evaluating sources
- putting technology to work in oral, written, and digital presentations

Essential questions engage students in critical thinking and deepen learning.

EFFECTIVE, LIFELONG COMMUNICATION

Teacher and students engage in whole class, small group, and peer discussions. Students explore and discuss issues that will matter in their professional lives such as

- the interview process
- social and ethical responsibilities in communications
- solving problems and managing conflict
- gender and cultural communication differences
- communication careers



CHAPTER 1

Professional Communications in a Digital Age

ESSENTIAL QUESTION
What is it like to have a job in professional communications?

Chapter Project: Personal Inventory

What do you want to do in life? It's a big question. When you think about how you want your future to look, you can start by considering the kinds of things you are good at and enjoy doing right now. For this project, you will fill out a personal inventory to identify and take stock of your own natural preferences and talents.

Once you have completed the inventory, you and your fellow group members will take part in a five-minute discussion to share with the class significant personal experiences that illustrate and reflect the results of the inventory. You can find an evaluation rubric for your presentation on page 27.

CONCEPT	professional communications spans a large area
AUDIENCE	classmates and teacher
PURPOSE	identify those areas of the field where your talents lie
SITUATION	exploratory classroom demonstration

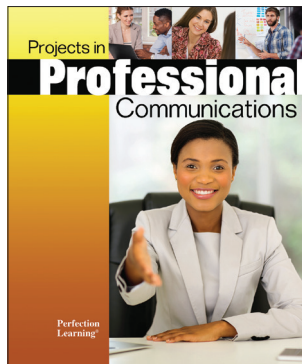
4 Unit One Introduction to Professional Communications



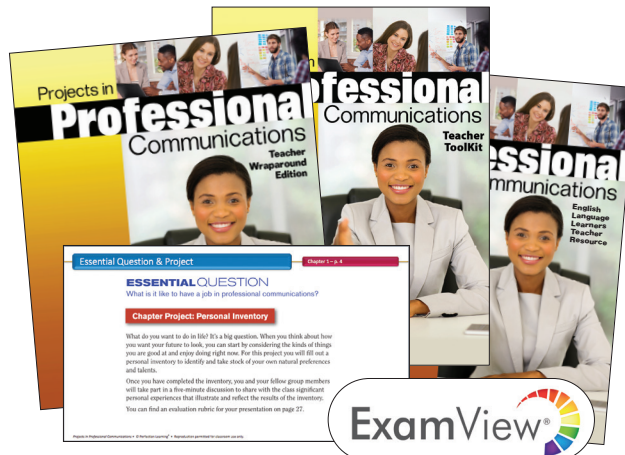
LESSON PLANNING & INSTRUCTIONAL SUPPORT

- A **Teacher's Wraparound Edition** includes teaching and pacing suggestions, strategies for differentiating instruction, cross-curricular activities—even activities for the substitute teacher.
- A **Teacher ToolKit** with blackline masters of related activities and assessment
- **Classroom presentation tools** including hundreds of PowerPoint slides
- **ExamView®** test generator
- A **FREE** companion website with open-source videos, reproducible activities, interactive career surveys, and more
- An **ELL Teacher Resource** offers support for academic vocabulary with text frames, graphic organizers, and suggestions for purposeful groupings and cooperative learning.

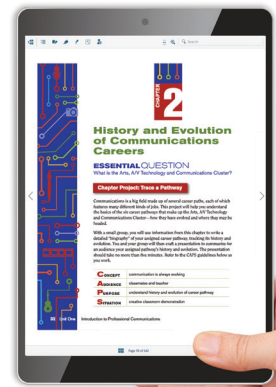
Program Components



Student Edition



Teacher Package



Digital Edition

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Student Edition Hardcover	9781682407561	\$ 64.95
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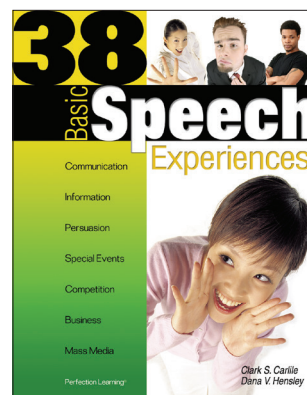
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*with minimum purchase of 30 Student Editions

38 Basic Speech Experiences



GRADES 9–12

Project-Based Public Speaking

Students are on their feet speaking from the first to the last chapter. Each chapter is structured around a speaking project that students prepare and present.

The projects cover the most common types of public speaking experiences

- informative
- social
- special occasions
- persuasive
- business and career
- and more

38 Basic Speech Experiences (434 pages)		
Student Edition Hardcover	3661906	\$64.95
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A **Teacher Resource** includes chapter notes, quizzes and answer keys, peer evaluation forms, reproducible activities, and teaching suggestions.

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