

FACS: Careers in Communication (Independence)

Summary

Students will explore careers in communication; specifically writers, newscasters and advertising specialists.

Main Core Tie

FCS 6th Grade

[Strand 6](#)

Time Frame

2 class periods of 45 minutes each

Life Skills

Thinking & Reasoning, Communication

Materials

Video camera, TV and VCR

Background for Teachers

After discussing communication, we emphasize that good communication is essential for all careers. Then we brainstorm and discuss all of the careers that are communication related. Primarily we are interested in writers, newscasters and advertising specialists.

I have taped a short segment of the news and commercials. We watch this as a class and discuss the communication styles used by the newscasters.

The students are divided into groups and come up with their own newscasts and two or three commercials. They write their own stories and choose what products to advertise. Sometimes the stories are silly, but I am often surprised at the serious nature of some.

The next class period they present their newscasts and commercials as I act as a camera person and record. As a class we watch the newscasts.

This activity is so much fun; the students really enjoy watching themselves and looking at their own communication styles.

Intended Learning Outcomes

Students are exploring communication-related careers and learning to work with others in a small group situation.

Instructional Procedures

On some occasions, I felt the need to assign a newscaster, a sportswriter, a weather person, entertainment, etc...

Strategies for Diverse Learners

Some students do not want to be taped and if the situation warrants I let them be the director for the group or the camera person.

Assessment Plan

Participation in the actual newscast and how well the group worked together. Students will fill out their

own evaluation sheet. Questions include: How well did your group work together? Did someone in the group take charge? How comfortable did you feel as you were being taped? Did you look comfortable as you watched the newscast? Do you feel you communicated your story well? What would you do different? Would you like to be a newscaster? Would you like to work in advertising? Would you like to write news stories?

Authors

[Utah LessonPlans](#)