

Caring Through Communication Technology

Created by Linda Brown, Talbot County Public Schools

Subject Area: Technology Education

Grade Level: 9

"Caring Through Communication Technology" is infused into an introductory ninth grade Technology Education class. As a part of the communication unit, students examine community needs, choose an issue, and work in small groups to research their topics. The students then plan, develop, perform, tape and edit a public service announcement addressing their issue. Video and computer technology is required. At the end, the students present their announcement to an audience they have selected, providing further information on the issue and an opportunity for discussion.

Preparation: The class develops a list of the major concerns in our community. The list usually includes alcohol and drug abuse, alcohol related accidents, poor care for the elderly, child and family abuse or neglect, teen pregnancy, environmental concerns, crime, etc. After discussing the list, students form small groups and research one of the issues, making sure to gather local stories and statistics. Students examine clips of professional public service announcements to help them generate ideas. The media specialist provides training in taping procedures. Other preparation includes a unit on research skills unit and the county's introduction to service-learning.

Action: The students spend about three weeks of class time doing research, writing the script, planning, rehearsing, taping, viewing, and editing their public service announcement. The students are entitled to service-learning credit after they have presented their finished product to their chosen audience.

Reflection: The class views all the videos, discusses the issues as well as the value and impact of educating others. Students prepare journal entries following their public presentation. Many students continue to promote their cause and include others long after this project ends.

