

Cheryl Williams – Marshall Middle School

Pre-Conference – 4/19/06

Observation – 4/20/06

Post Conference – 4/28/06

Observation Completed By Jay Pica, Assistant Principal

Period 3-8th Grade

Communication Arts

Purpose of the lesson:

The purpose of today's lesson was to continue the evaluation of advertising claims and the introduction propaganda techniques.

Summary of the Observation:

Today, I observed Ms. Williams doing a co-taught lesson with 8th grader teacher Nancy Sonka. Ms. Williams is spending several days over a five-week span working with Mrs. Sonka and her Communication Arts students towards developing their own individual advertising campaign.


Yesterday, the students viewed a DVD discussing different types of advertisements. The ads were classified into four types: invisible words, invented, puffery, and parity. The students were asked to take some notes on what was presented. Ms. Williams provided the students with a handout containing seventeen different ad phrases. After reviewing the key terms from yesterday, the task was to evaluate each ad and determine its style based on these terms. Ms. Williams and Mrs. Sonka alternated reading the ads and asking for student input to the type of ad. This class is very quiet so not all input was garnered through volunteers. Some students had to be called on to broaden the responses. At the end of this activity, Ms. Williams asked the students to hang on to their notes and worksheet for their upcoming project.


Next, Ms. Williams distributed a handout that was used to introduce the concept of propaganda techniques. For each technique, Mrs. Sonka provided a definition on the overhead. Students wrote this in the space provided on their sheet. After each technique, students were asked to generate some examples of each type. Ms. Williams played a very active role in this discussion, calling on various students for their opinions and providing some of her own. Cheryl used her laptop to record the example. She was tracking all responses from students for the entire day. The students were also asked to write down one or two examples on their sheet for future references. This activity concluded with one minute remaining in the period. Ms. Williams thanked the students for their participation and asked again for them to keep the handout they just completed.


Strengths of Ms. Williams during my observation

- The strengths that I observed during my first observation: organization, student involvement, and positive feedback were very present again today
- The use of the laptop computer provided a good example to students of using available technology.
- Ms. Williams worked very well with Mrs. Sonka in this co-teaching lesson. It is very evident that they have spent quality time planning the unit and the lessons to accomplish their goals. There was a nice back and forth flow between their interactions and the activities student participated in. I think it is important for students see teachers working together in a fun, positive manner.

I have had the opportunity to observe Ms. Williams this year as the lead teacher and during this co-teaching lesson. Both lessons were successful in gaining full student participation and meeting the goals for that period. I commend Cheryl on her drive and efforts to be more involved with our staff during classroom instruction. She is a very valuable resource for our staff and students. I look forward to providing the necessary assistance for Cheryl as she continues to work at her goals.


Staff Member


Date


Administrator


Date