

## METHODS OF COMMUNICATION

### Performance Standard 14D.E

Rank methods of communication in terms of effectiveness accordingly:

- *Knowledge*: Identify and describe at least five methods of communication.
- *Reasoning*: Rank the methods of communication from most important to least important in terms of the student's analysis of its effectiveness.
- *Communication*: Produce chart and explanation that are well-organized and well-detailed; express all ideas in a way that provides evidence of knowledge and reasoning processes.

### Procedures

1. *In order to understand the roles and influences of individuals and interest groups in the political systems of Illinois, the United States, and other nations (14D)*, students should experience sufficient learning opportunities to develop the following skill:
  - Identify and determine the effectiveness of various methods of communication.
  - Construct a chart or poster that illustrates the various methods and venues through which individuals, groups, and the media communicate with the public.
2. Have students review and discuss the assessment task and how the rubric will be used to evaluate their work.
3. Have students research information about each of the methods of communication, taking notes as to the nature and effectiveness of the communication.
4. Ask each student to construct a chart or poster as follows and label it "Methods of Communication:"
  - Draw or cut out pictures of each method of communication.
  - Paste the pictures on the chart in rank order of effectiveness starting with the most important.
  - Write a brief explanation of the way the items' effectiveness was determined and why they were ranked in the order on the poster.
5. Evaluate each student's work using the Social Science Rubric as follows and add the scores to determine the performance level:
  - *Knowledge*: The identification and description of five or more methods of communication were complete and accurate.
  - *Reasoning*: The explanation for determining effectiveness and ranking the methods' effectiveness was thorough and accurate.
  - *Communication*: The chart and the explanation were well-focused, well-organized, and well-detailed; the knowledge and reasoning were completely and effectively communicated.

### Examples of Student Work follow

### Time Requirements

- Two to three class periods

### Resources

- Encyclopedias, reference books, Internet, and direct communication with local politicians, media, and speakers
- Poster board
- Colored pencils or markers
- Social Science Rubric

### ASSESSMENT 14D.E

There are over 50 ways of communication. I listed 10 in order of what I thought was the best way of communication.

First one I choose was TV/Radio/Talkshow. I choose it cause about  $\frac{3}{4}$  of the U.S. watch TV every single day. I also choose it cause whe adults go to work most listen to the radio. There may be others but those were the main ones to me.

Second there is the Internet. I choose it cause people on it usubally see these things and want to check it out. Plus alot of people are on it.

Third there is the Newspaper. I choose it cause most adults who get it read it. That is pretty much the main reason.

Fourth you got a Magazine. I

choose it cause both adults and kids read it. Plus a magazine gives alot of info on the subject.

Fifth there are Commercials, I choose it cause the people who watch TV might also watch commercials, That would make a big profit. But it might cost alot of money.

Sixth there is a Hot Air Ballon. I choose it to be sixth cause when people see them they usually look up. Plus even though they travel slow that means more people get the time to see it.

Seventh is a Personal Apperance. I choose it cause many people come to the apperance. Plus it would make people think you care for them.

Eighth is Tshirts and other advertisements. I choose it cause when people go shopping they would see it. Plus you could make alot of money if it sells.

Nineth there are Bumper Stickers.  
Cause people could see them on the  
back of cars, Plus you could make a  
profit.

Tenth there are Posters and Bill Boards.  
Cause when people drive by they would  
see it. But it would cost alot of  
money to do that.

There are many more ways of comm-  
unication. But this was the Top 10  
ways of communication that I thought  
was the best.

1. Radio/TV/Talk show



10. Posters and Bill boards



9. Bumper stickers



2. Internet



# Methods of Communication

8. T-shirts and other clothes



3. Newspaper



5. Commercials



6. Hot Air balloons



7. Personal appearance



4. Magazine



On my poster I chose Radio and T.V. talkshows first because people all across the country will be seeing or hearing the people talking and their reasons. For my second choice I chose public appearances, I chose this because the people want a person who is not afraid to show their face in public. For my third choice I chose posters and billboards because they are where everyone can see them almost everyday. For my fourth choice I chose Internet web pages. I chose Internet web pages because now people are revolving around computers almost every minute. For my fifth choice I chose bumper stickers because most people would put bumper stickers supporting someone on their car. For my sixth choice I chose commercials. I chose this because if the commercial doesn't trash the opponent I know it would get my vote. For my seventh choice I chose merchandise because some people buy T-shirts and hats of someone they believe in. For my eighth choice I chose phone calls from supporters. I chose this because it might sway someone's vote. For my ninth choice I chose newspaper articles because people read the newspaper everyday.

# Methods of Political Communication

The best way to reach people



Radio and TV Talk Shows

## THE TALK SHOW



1

Public appearances



2

Posters and billboards



3

Internet websites



4

Transportation



5

Conferences



6

Merchandise



7

Phone calls / text messages



8

News paper articles



9