

SHSM- Contextualized Learning Activity

Workplace/Technical Communication Unit

In this unit, you will reinforce and further develop literacy skills directly related to the workplace. These skills will help prepare you to communicate effectively in a variety of forms within given contexts.

You will be required to plan, design and promote the startup of a Transportation related business, for example an automotive repair shop, car dealership or motorcycle shop.

In the **planning stage**, you will need to decide on the type of company, a name for your company, draw a sketch of the floor plan, and examine a map of your town to determine location.

In the **designing stage**, you will create a three-dimensional model of your transportation business which will later be used during its promotion/ presentation.

In the **writing stage**, you will be required to produce several forms of writing in tasks related to a variety of communication skills associated with the planning, designing, and promoting of your transportation related business.

In the **promoting stage**, you will be required to prepare a presentation to financial backers to gain their support for the financing of your business.

Have fun, be creative...but be thorough.....your company's future depends on it!!

Strand	Overall Expectations
Oral Communication	- use speaking skills and strategies appropriately to communicate with different audiences for a variety of purposes
Reading	- read and demonstrate an understanding of a variety of informational., literary, and graphic texts, using a range of strategies to construct meaning - recognize a variety of text forms, text features, and stylistic elements, and demonstrate understanding of how they help communicate meaning
Writing	- generate, gather, and organize ideas and information to write for an intended purpose and audience - draft and revise writing, using a variety of informational, literary, and graphic forms and stylistic elements appropriate for purpose and audience - use editing, proofreading, and publishing skills and strategies, and knowledge of language conventions, to correct errors, refine expression, and present work effectively
Media	- identify some media forms and explain how the conventions and techniques associated with them are used to create meaning - create a variety of media texts for different purposes and audiences, using appropriate forms, conventions, and techniques