

Lesson Plan: The Content Creator's Playbook

Examining Journalistic Text Structures

Materials Needed

- Computer or tablet with internet access
- Notebook or journal and a pen/pencil
- Colored highlighters (at least 3 different colors)
- Access to a variety of online content (news sites, blogs, YouTube, sports websites)
- Optional: Smartphone for creating a short video
- Handout: "Text Structure Cheat Sheet" (described in the lesson)

Learning Objectives

By the end of this lesson, you (Aira Marie) will be able to:

1. **Cognitive:** Analyze journalistic texts (opinion, sports, and science articles) to identify their underlying structure and explain how it supports the author's purpose.
2. **Psychomotor:** Create a short, original piece of content (like a blog post or video script) using a specific journalistic text structure to clearly communicate a message.
3. **Affective:** Appreciate how an author's choice of text structure can shape a reader's feelings and perspectives on a topic.

Lesson Proper

Part 1: Explore (15 minutes) - The Social Feed Scroll

Goal: To connect the idea of "text structure" to the content you see every day.

Activity: What's the Vibe?

1. Open your favorite social media app, a news website, or YouTube. Scroll through the feed for 5-7 minutes.
2. As you scroll, notice the different kinds of posts. In your notebook, create three columns: "**Just the Facts**," "**Telling a Story**," and "**Sharing an Opinion**."
3. Jot down a quick description of 2-3 posts that fit into each category.
 - **Just the Facts:** A post announcing a score, a new product release, or a science discovery.
 - **Telling a Story:** A profile of an athlete, a "behind-the-scenes" look at a project, a personal journey.
 - **Sharing an Opinion:** A review of a movie, a post about why one team is better than another, an argument for a cause.
4. **Let's Discuss:**
 - Which category had the most posts on your feed?
 - How could you tell the difference between someone just stating a fact and someone sharing their opinion? What clues did they use?
 - Did you find any posts confusing? What made them unclear?

This shows us that writers (or content creators!) make choices about *how* they present information. Today, we're going to learn the professional structures behind these choices.

Part 2: Firm-Up (25 minutes) - Unlocking the Content Creator's Toolkit

Goal: To learn the three main journalistic structures and how to spot them.

Activity: The Text Structure Cheat Sheet

We're going to create a "Cheat Sheet" together in your notebook. Think of these as the three main tools in your creator toolkit.

Tool #1: The News Report (The Megaphone)

- **Purpose:** To inform quickly and efficiently.
- **Key Structure: The Inverted Pyramid.**
 - Draw a large, upside-down triangle.
 - **Top (Widest Part):** Most important info (Who, What, Where, When, Why). This is the headline and first paragraph.
 - **Middle:** Important details and background context.
 - **Bottom (Point):** General, less critical information.
- **Let's Practice:** Read a short sports news article about a recent game. With a highlighter, mark the "Who, What, Where, When" in the first paragraph. See how you get the main idea immediately!

Tool #2: The Feature Article (The Spotlight)

- **Purpose:** To explore a topic in-depth, to entertain, and to connect with the reader on a human level.
- **Key Structures:** Often more creative! It might use:
 - **Narrative/Chronological:** Telling a story from beginning to end (e.g., an athlete's career journey).
 - **Descriptive:** Painting a picture with words to make the reader feel like they are there (e.g., what it feels like to be at a major tech launch).
- **Let's Practice:** Read a feature article about the making of a new piece of technology or a profile on a scientist. With a second highlighter color, mark words or phrases that create a mood or tell a story.

Tool #3: The Opinion Editorial (The Soapbox)

- **Purpose:** To persuade the reader to agree with a certain point of view.
- **Key Structure: Persuasive Argument.**
 - **The Hook & Claim:** Grab the reader's attention and state your main argument clearly.
 - **The Evidence:** Provide 2-3 points to support your claim, using facts, examples, or expert quotes.
 - **The Counterargument (Optional but strong!):** Briefly mention the opposing view and explain why yours is better.
 - **The Conclusion:** Summarize your argument and end with a powerful concluding thought or a call to action.
- **Let's Practice:** Read an opinion piece about whether video games are good for you. With a third highlighter color, mark the author's main claim and the different pieces of evidence they use to support it.

Part 3: Deepen (20 minutes) - The Topic Remix Challenge

Goal: To apply your understanding by analyzing how a single topic can be covered using different structures.

Activity: One Topic, Three Ways

Let's pick one exciting topic. How about: **"A company has just released a new, self-flying drone for personal use."**

Your challenge is to outline how you would write about this topic in three different formats. You don't have to write the full articles, just the main points for each structure.

1. **As a News Report (Inverted Pyramid):**

- What are the most important "who, what, where, when" facts for the first paragraph? (e.g., Company X, released self-flying drone, today, priced at \$500).
- What are some important details for the middle? (e.g., battery life, camera specs).

2. **As a Feature Article (Narrative/Descriptive):**

- What story could you tell? (e.g., An interview with the young inventor, a "day in the life" of someone using the drone to capture amazing footage).
- What descriptive words would you use to make it exciting?

3. **As an Opinion Editorial (Persuasive):**

- What is your claim? (e.g., "This new drone is a revolutionary tool for creators," or "This new drone raises serious privacy concerns.")
- What are two reasons/pieces of evidence you would use to support your claim?

Discussion: Which structure would make you most excited to buy the drone? Which one would make you feel worried? This shows how structure isn't just about organization; it's about influencing the reader's feelings!

Part 4: Transfer (30 minutes) - Your Turn to Go Live!

Goal: To create your own piece of content, demonstrating your mastery of text structure for a clear purpose.

Activity: Create Your Content!

Now it's your turn to be the creator, Aira Marie! Choose a topic you are genuinely interested in—a favorite sport, a new scientific discovery you find cool, a video game, a movie, a cause you care about.

Your Mission:

1. **Choose Your Format & Structure:** Decide if you want to inform (News Report), tell a story (Feature), or persuade (Opinion Editorial).
2. **Choose Your Medium:**
 - Write a short blog post (2-3 paragraphs).
 - Write a script for a 1-minute "News Flash" or "Opinion" video and, if you want, film it!
 - Design a simple one-page infographic that presents information like a feature.
3. **Create It!** Use the "Cheat Sheet" you made to guide your structure. Make sure your purpose is clear and your message is easy to understand.
4. **Present Your Work:** Share your creation! Before you do, tell me:
 - What is your main purpose? (To inform, entertain, or persuade?)
 - Which text structure did you choose and why was it the best fit for your purpose?

This final project is all about showing how you can use these powerful tools to share your own ideas with the world, clearly and purposefully.