LESSON MAKER PRO

Message Mix Lab

Build a message that fits its audience and purpose.

GRADE 11 · 11.P.CP.2.b

11.P.CP.2.b "Integrate modes and genres most appropriate to purpose and audience. (I/C)"

NAME _____ DATE _____

OUR GROUND RULES Read together first

1. Keep the Topic card visible.
2. Speak from your Role card.
3. Read your starter before you finish it.
4. Play a card only when it fits the group plan.

HOW TO PLAY Teams of 3 or 4

1. Choose one Topic card and place it in the middle. Each player takes a different Role card.
2. Use two copies of the Move cards. Deal four to each player and set aside undealt cards; give each player a different Role card.
3. Take turns using fitting starters to justify an audience, purpose, genre and mode combination. Place a card in the middle after genuine use. End planning after each player contributes and the group justifies its choices; unused or honestly adapted cards are allowed.
4. On blank paper, create the actual brief chosen-genre message using two fitting modes, such as invitation words plus a useful drawing, or spoken words plus a displayed caption. Label invented practice details as hypothetical.
5. Share the completed piece with a classmate representing the audience. They identify how the two actual modes work together and help the audience act. Revise a confusing feature if needed; complete the reflection about your actual message.

AFTER THE ROUND Check what you did

- [ ] I named a specific audience and purpose.
- [ ] I chose a genre that fits the task.
- [ ] I combined modes to help the audience.
- [ ] I explained why my choices fit together.

Cut along the dashed lines

TOPIC CARDS · pick one per round

TOPIC

Volunteer Push

How should your school invite students to join a Saturday service event? Choose a genre, modes, audience, and key details for the message.

TOPIC

New Student Welcome

How should student leaders help new students find clubs during their first month? Plan a message that students will notice and use.

TOPIC

Study Space

How should students persuade the principal to create a quiet study area? Plan a message that could influence this audience.

ROLE CARDS · one per player

ROLE

Audience Scout

Watch for the audience's needs, interests, and possible questions.

ROLE

Genre Guide

Check that the chosen genre fits the purpose and audience.

ROLE

Mode Mixer

Suggest useful combinations of words, visuals, sound, layout, or links.

ROLE

Purpose Pilot

Keep the group focused on what the message should make the audience think or do.

MOVE CARDS · deal 4 to each player

MOVE CARD

AUDIENCE MATCH

"Our audience is ____, so they need ____."

MOVE CARD

AUDIENCE MATCH

"Because ____ may care about ____, we should ____."

MOVE CARD

GENRE FIT

"A ____ is the best genre for this purpose because ____."

MOVE CARD

GENRE FIT

"Instead of a ____, a ____ would fit our audience better because ____."

MOVE CARD

MODE BLEND

"We should add ____, such as ____, to help the audience ____."

MOVE CARD

MODE BLEND

"Using both ____ and ____ will make our message ____."

MOVE CARD

PURPOSE CHECK

"This choice supports our purpose of ____ because ____."

MOVE CARD

PURPOSE CHECK

"To get the audience to ____, our message should ____."

Cards last longer on thick paper.

Message Mix Lab

RUNNING THE ROUNDS

Give each group two copies of the eight Move cards so every player receives four cards. In a three-person group, set aside one Role card. If participation is uneven, require players to take turns and wait until each person has played one card before anyone plays a second card. Supply blank paper and pencils, plus accessible spoken/recorded-dictation support. End planning when every learner has contributed and the group has justified its audience/purpose/genre/mode choices; no need to exhaust cards or invent a change of genre. Then inspect the actual two-mode artifact/performance and audience feedback. Planned mode names alone do not complete steps 4–5. A paper invitation with words and a useful drawn visual is sufficient; no video software/public production is required.

WHAT A STRONG ROUND SOUNDS LIKE

Maya	Our audience is students who have not volunteered before, so they need a clear, low-pressure invitation.
Luis	This choice supports our purpose of getting more students to sign up because it removes worry about not knowing what to expect.
Tara	A short video announcement is the best genre for this purpose because students can see what the event is like.
Dev	We should add captions, such as the date, meeting place, and sign-up steps, to help the audience act quickly.
Maya	Using both spoken words and captions will make our message easy to understand and act on.

LISTEN FOR

- Specific audience needs shaping a message choice
- A genre named and justified for the purpose
- Two actual modes in the completed message helping each other, not just named in a plan
- A clear link between message choices and audience action

There are no right answers to the topic cards. Score the moves students make, not their opinions.