

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 restaurant that is aimed at bringing tourism to the city of Kitchener-Waterloo.

In the **planning stage**, you will need to decide on the type of restaurant (for example: sports bar, fine dining, buffet), a name for the restaurant, target clientele and location of the restaurant.

In the **designing stage**, you will create a sketch of the floor plan, and design a menu, which will later be used during the 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 business.

In the **promoting stage**, you will be required to prepare a Bristol board display to use during 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 | <ul style="list-style-type: none">- use speaking skills and strategies appropriately to communicate with different audiences for a variety of purposes |
| Reading | <ul style="list-style-type: none">- 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 | <ul style="list-style-type: none">- 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 | <ul style="list-style-type: none">- 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 |