Introduction

Jenna Boller learns many life lessons in Rules of the Road. Decide how you want to show what you've learned from Joan Bauer's award-winning novel. Option 1: Jenna has such a complicated relationship with her dad. At the end of the story, she has to make a really hard decision that will change their relationship forevermore. Would you make the same decision as Jenna? Option 2: Madeline Gladstone's company, Gladstone &amp; Son, Shoes, is facing tumultuous times largely because of Mrs. Gladstone's conniving son Elden. Mrs. Gladstone is trying to rescue their dedication to quality while Elden is only interested in high profits. Would you be more interested in saving quality or dollars? Option 3: In route to the stockholders' meeting, Jenna and Mrs. Gladstone drive cross country from Chicago to Dallas, Texas, in Mrs. Gladstone's high class Cadillac. This is Jenna's first major road trip as she has recently turned 16. What does she learn on the road, and how would you get to Dallas if you were in the driver's seat?

Tasks

Upon reading Rules of the Road, you will demonstrate your understanding of the themes of the novel in one of the following ways:

Option 1: In deciding whether or not you would make the same decision as Jenna in regards to her dad, you and a partner (if desired) will research a similar &quot;darkness&quot; and write a letter to a fictitious relative or friend about his/her disease. You may research alcoholism; however, you may also research other addictions like narcotics, eating disorders, gambling, or another teacher-approved topic. You may also research depression, domestic violence, cancer or any other teacher-approved &quot;darkness&quot;.

Jenna must face a very brutal reality of having an alcoholic father; she must decide how it will affect her regardless of how her dad handles his addiction. In your letter, you must explain your &quot;darkness&quot; very well and provide detailed resources (based on research) for how to help the disease. Depending on your topic, you may be required to show parental consent.

Option 2: To show where the balance between quality and quantity lies, you and a team of entrepreneurs (4 max including yourself) will create a new product (something the public has never heard of) and a business plan, which you will &quot;sell&quot; to the class in a marketing proposal. You must define where the customers' &quot;best interests&quot; and the company's &quot;darkness&quot; intersect by including the following in your business plan: budget, detailed description of the product (including a graphic), advertising strategy and management plan. Then you will present the highlights of your plan as though we were your potential stockholders. Remember, some of us are more like Mrs. Gladstone and some of us side with Elden. What kind of business do you want to run? Option 3: If you were in the driver's seat, you must have a clear plan of how you're getting to your final destination Dallas. Pretend that Mrs. Gladstone has put you in charge of all of the trip details. This is an individual project. You have a budget of $600. First, you need to pick the Cadillac you will drive (Mrs. Gladstone will pick up the tab for the car; however, consider your mpg very carefully). Then you need directions including stops at Peoria, Springfield, St. Louis, Kansas City, Topeka, Wichita, and Oklahoma City. This also means you need hotel information at each of these destinations, a gas budget and a food budget. Keep a diary of the lessons Jenna learns on the trip. You need an entry with a detailed lesson (as well as how it can apply to your own life) for each day of your trip.

Process

Step 1: Decide if you want to work with a partner or by yourself. The choice is entirely up to you. Sign up either way on the Topic Signup Sheet. You will also have to list what topic you're going to research. Remember, you may choose one that is not suggested; however, you may have to obtain parental consent.

Step 2: Research your topic. Below are some suggested websites for the following topics; however, you are not limited to these websites.

- http://www.aa.org/?Media=PlayFlash
Anonymous is an international, community-based association of recovering drug addicts with more than 43,900 weekly meetings in over 127 countries worldwide. http://www.na.org/ You may be hooked emotionally and psychologically. You may have a physical dependence, too. If you have a drug addiction, you have intense cravings for the drug. http://mayoclinic.com/health/drug-addiction/DS00183 &nbsp;DepressionUnderstanding Depression: Signs, Symptoms, Causes and Help. Feeling down from time to time is a normal part of life.&nbsp;But when sadness takes hold and won’t go away, it may be depression. http://www.helpguide.org/mental/depression_signs_types_diagnosis_treatment.htm Everyone occasionally feels blue or sad, but these feelings are usually fleeting and pass within a couple of days. When a person has a depressive disorder, it interferes with daily life, normal functioning, and causes pain for both the person with the disorder and those who care about him or her. http://www.nimh.nih.gov/health/publications/depression/complete-index.shtml &nbsp;&nbsp;Domestic Violence Domestic violence should not happen to anybody. Ever. Period. But it does - and when it does, there is help. http://www.domesticviolence.org/ Help is available to callers 24 hours a day, 365 days a year. Hotline advocates are available for victims and anyone calling on their behalf to provide crisis intervention, safety planning, information and referrals to agencies in all 50 states, Puerto Rico and the U.S. Virgin Islands. http://www.ndvh.org/ &nbsp;Step #3 Write a letter to a fictitious relative or friend who is suffering from the &ldquo;darkness&rdquo; you researched.&nbsp; In your letter be sure to explain the disease well.&nbsp; Pretend that your recipient does not fully understand what they&rsquo;re going through.&nbsp; Then include direct quotes from at least three different resources that can help them.&nbsp; Your letter must be at least 800 words and it needs to be formatted as a friendly letter.&nbsp; Conventions will count so be sure to check your spelling, capitalization, grammar and punctuation.&nbsp; At the end of your letter include a list of your sources (Works Cited) so your friend can possibly contact them.&nbsp;Step #4 Read your letter to the class.&nbsp; Share what you&rsquo;ve learned through your research.&nbsp; &nbsp;OPTION #2 Step #1 Decide who your three partners will be.&nbsp; Sign up on the Topic Signup Sheet.&nbsp; Step #2 As a team, research other successful companies&amp;rsquo; mission and vision statements.&nbsp; Based on similarities between all of them, create 10 guiding principles for your company on the Rules of Our Business sheet.&nbsp; These may include how you&amp;rsquo;re going to treat the customer, how you&amp;rsquo;re going to increase profits, how you&amp;rsquo;re going to treat employees, etc. (You may research the following companies&amp;rsquo; mission statements but you are certainly not limited to these.) Payless shoes http://www.payless.com/ Nike http://www.nike.com/nike/en_US/ Pepsi http://www.pepsi.com/ Coke http://www.thecoca-colicompany.com/ Apple http://www.apple.com/ IBM http://www.ibm.com/us/en/ Step #3 As a team, brainstorm the product you&amp;rsquo;re going to market.&nbsp; Remember, your product must be something that no one has heard of. &nbsp;Complete the Product Description Chart and then write your product&amp;rsquo;s name on the Topic Signup Sheet.&nbsp; Step #4 &nbsp;For the following sections of your business proposal, refer to the above-mentioned websites (or any other successful company&amp;rsquo;s website) for necessary information and reference.&nbsp; &nbsp;Volunteer to create your company&amp;rsquo;s advertising strategy including a sample advertisement.&nbsp; Your strategy must include information on types and locations of advertisements.&nbsp; Your sample advertisement may be created in iMovie, DreamWeaver, power point, Adobe Photoshop, etc. and it must include a target audience, product&amp;rsquo;s name, product picture, and price.&nbsp; &nbsp;Volunteer to create your company&amp;rsquo;s management plan.&nbsp; Will you run business like Harry Bender or Elden Gladstone?&nbsp; Create a staff brochure for prospective employees that lets them know what to expect at your company.&nbsp; Include information on job expectations, chain of command, customer service, and promotions. &nbsp;Step #5 Present your business plan in 6 minutes to the class as though our endorsement of your product equates to your livelihood.&nbsp; Each person must present one of the four components of the plan.&nbsp; You may dress up in business attire (suits/business skirt) for extra credit.&nbsp;&nbsp;Volunteer to create the graphic of your product if you have artistic skills. &nbsp;This graphic will be used during your presentation, so it must be large enough for people in the back of the classroom to see (power point, poster board, Adobe Photoshop, document camera, etc.).&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&n...
Option #1 Jenna makes a bold decision at the end of the novel to stop her relationship with her dad if he cannot stop his drinking. Some people may agree or disagree with her decision. Do you agree? Why or why not? What were some of the most interesting facts you learned about your topic? Research question? Why do you think it is so hard for people to deal with your topic? How do you cite sources correctly at the end of a report? What would you say to a real life person who is struggling with the topic? You researched? How can other people help alleviate this problem? Option #2 Hopefully you have gained enough stockholders to start your business, featuring a product the public has never seen before. You may make millions of dollars one day if you actually bring your product to the market. Rules of the Road, Jenna explores the ethics (decision making) of business. What kind of “rules” do you think it takes to run a successful company? Why would your product succeed when so many others have dropped by the wayside? What did you learn about the programs you used to create your product graphic and advertisement (i.e. Adobe Photoshop, iMovie, etc.)? What would be the hardest factors to consider when creating a company budget? How did the audience react to your advertisement? What were some of the most important lessons Jenna learned on her trip? Which lesson could you relate to the most and why?

Target Learners: Seventh or Eighth Grade Language Arts

7th Grade Indiana Language Arts STANDARDS: Option #1

### Conclusion

Option #1 Jenna makes a bold decision at the end of the novel to stop her relationship with her dad if he cannot stop his drinking. Some people may agree or disagree with her decision. Do you agree? Why or why not? What were some of the most interesting facts you learned about your topic? Research question? Why do you think it is so hard for people to deal with your topic? How do you cite sources correctly at the end of a report? What would you say to a real life person who is struggling with the topic? You researched? How can other people help alleviate this problem?

Option #2 Hopefully you have gained enough stockholders to start your business, featuring a product the public has never seen before. You may make millions of dollars one day if you actually bring your product to the market. Rules of the Road, Jenna explores the ethics (decision making) of business. What kind of “rules” do you think it takes to run a successful company? Why would your product succeed when so many others have dropped by the wayside? What did you learn about the programs you used to create your product graphic and advertisement (i.e. Adobe Photoshop, iMovie, etc.)? What would be the hardest factors to consider when creating a company budget? How did the audience react to your advertisement? What were some of the most important lessons Jenna learned on her trip? Which lesson could you relate to the most and why?

Target Learners: Seventh or Eighth Grade Language Arts

7th Grade Indiana Language Arts STANDARDS: Option #1
Students discuss, list, and graphically organize writing ideas. They write clear, coherent, and focused essays. Students progress through the stages of the writing process and proofread, edit, and revise writing. 7.4.5 Research Process and Technology: Identify topics; ask and evaluate questions; and develop ideas leading to inquiry, investigation, and research. (Core Standard) 7.5 At Grade 7, students continue to write narrative, expository (informational), persuasive, and descriptive texts (research reports of 500 to 800 words or more). Students are introduced to biographical and autobiographical narratives and to writing summaries of grade-level-appropriate reading materials. 7.5.3 Research Application: Write or deliver a research report that has been developed using a systematic research process (defines the topic, gathers information, determines credibility, reports findings) and that: &bull; uses information from a variety of sources (books, technology, multimedia) and documents sources independently by using a consistent format for citations. &bull; demonstrates that information that has been gathered has been summarized and that the topic has been refined through this process. &bull; demonstrates that sources have been evaluated for accuracy, bias, and credibility. &bull; organizes information by categorizing and sequencing, and demonstrates the distinction between one's own ideas from the ideas of others, and includes a bibliography (Works Cited). 7.6 Students write using Standard English conventions appropriate to the grade level. &nbsp; Option #27.7 Deliver focused, coherent presentations that convey ideas clearly and relate to the background and interests of the audience. Students evaluate the content of oral communication. Students deliver well-organized formal presentations using traditional speech strategies, including narration, exposition, persuasion, and description. Students use the same Standard English conventions for oral speech that they use in their writing. 7.7.5 Use speaking techniques - including adjustments of tone, volume, and timing of speech; enunciation (clear speech); and eye contact - for effective presentations. 7.7.10 Deliver research presentations that: &bull; pose relevant and concise questions about the topic. &bull; provide accurate information on the topic. &bull; include evidence generated through the formal research process, including the use of a card catalog, Reader's Guide to Periodical Literature, computer databases, magazines, newspapers, and dictionaries. &bull; cite reference sources appropriately. (Core Standard) 7.7.11 Deliver persuasive presentations that: &bull; state a clear position in support of an argument or proposal. &bull; describe the points in support of the proposal and include supporting evidence. Option #37.5 At Grade 7, students continue to write narrative, expository (informational), persuasive, and descriptive texts (research reports of 500 to 800 words or more). Students are introduced to biographical and autobiographical narratives and to writing summaries of grade-level-appropriate reading materials. 7.5.1 Write biographical or autobiographical compositions that: &bull; develop a standard plot line - including a beginning, conflict, rising action, climax, and denouement (resolution) - and point of view. &bull; develop complex major and minor characters and a definite setting. &bull; use a range of appropriate strategies, such as dialogue; suspense; and the naming of specific narrative action, including movement, gestures, and expressions. 7.5.2 Write responses to literature that: &bull; develop interpretations that show careful reading, understanding, and insight. &bull; organize interpretations around several clear ideas, premises, or images from the literary work. &bull; support statements with evidence from the text.

Standards

Credits

Other