

# TEACHING TIPS OF THE MONTH FROM THE MC COMMUNITY



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## Theme: Writing Frames

### Tip 1: Pixar Story Telling Pitch

**Description:** The Pixar Pitch, coined by Daniel Pink, describes a brief, presentation modeled after the format of a Pixar movie. The Pixar Pitch consists of six sentence starters: *Once upon a time...*, *every day...*, *one day...*, *because of that...*, *because of that...*, *until finally*. This structure allows the presenter to give background, reasons and explanations. As Pink explains in this [podcast](#), the pitch can be adapted to different settings and purposes (persuade, tell a story).

**Example:** In a business course, the language of the pitch has been adapted to give students a framework for discussing an article of interest, the source, and their reasons for choosing it.

**This is the article or podcast I chose** (name it and where it came from) **and this is why I chose it** (explain why you are interested). **Here is what I found out** (summarize the article). **This is what I got curious about** (state your research question). **Here is where I found the answer to my question** (state source of answer) **and here is the answer** (explain the answer). **This is my opinion/thoughts about the subject** (state your thoughts about the article or an opinion if that is appropriate) **and this is why**

For more information about this tip, contact Susan Blumen, [susan.blumen@montgomerycollege.edu](mailto:susan.blumen@montgomerycollege.edu), for questions about this tip.

### Tip 2: Paragraph Frames

**Description:** [Paragraph frames](#) are structured writing templates that help students organize the ideas for their writing and adapt language appropriate for different types of writing. Using the frames helps students emulate good writing in a given discipline.

**Example:** The paragraph frame below gives students a structure for writing about a statistic and possible related factors.

According to \_\_\_\_\_ (source), in \_\_\_\_\_ (date) \_\_\_\_\_% of \_\_\_\_\_ . This percentage represents \_\_\_\_\_ out of \_\_\_\_\_ (total population), and is a(n) increase/decrease since \_\_\_\_\_ (previous date of data) when the percentage was \_\_\_\_\_. The increase/decrease could be related to \_\_\_\_\_ (related factor). For example, \_\_\_\_\_. On the other hand/or in addition, \_\_\_\_\_. (contrary or additional related factor). For example \_\_\_\_\_.

Instructors can create their own frames or adapt [existing frames](#) to reflect the language and writing formats for their discipline or the task. Likewise, students can manipulate the language to meet their needs and reflect their unique voices.

Contact Angela Lanier, [angela.lanier@montgomerycollege.edu](mailto:angela.lanier@montgomerycollege.edu), for questions about this tip.

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