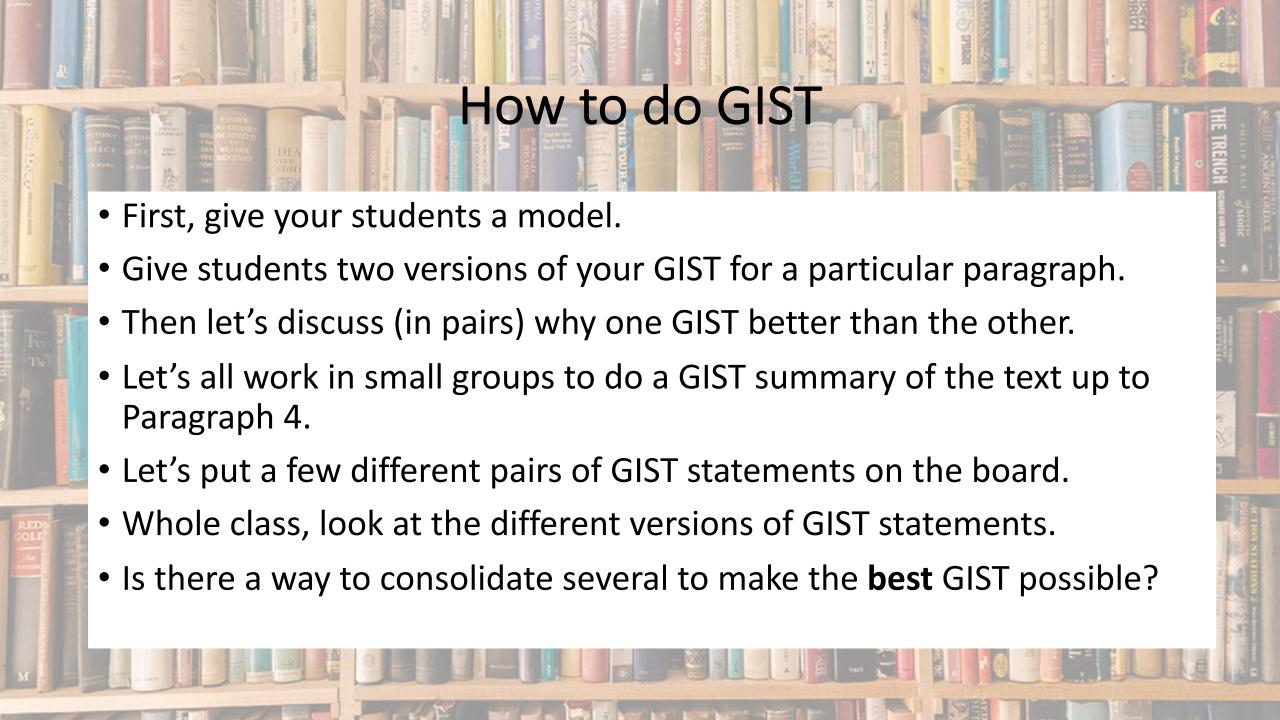




- Students work together to reduce any text to a short summary.
- The goal of a **GIST** statement is to write a summary in 20 words.
- Start a newspaper article and the 6 WH question words.
- GIST is a long-term strategy for teaching students to summarize.
- Introduce it as a method to summarize articles at the paragraph level.
- When students get used to GIST, ask them to summarize larger chunks of text.





"I really didn't believe I would make it through childhood, but the act of writing brought me through."

Allison Adelle Hedge Coke's voice is whispery on the other end of the telephone as she relates some of the experiences she has overcome: living with a schizophrenic mother, growing up in a variety of foster homes, battling cancer, struggling with drug abuse — the list goes on.

Now 61 and an award-winning poet, Coke teaches writing as a way of healing to cancer patients, at-risk youth, doctors, families and just about everyone else.

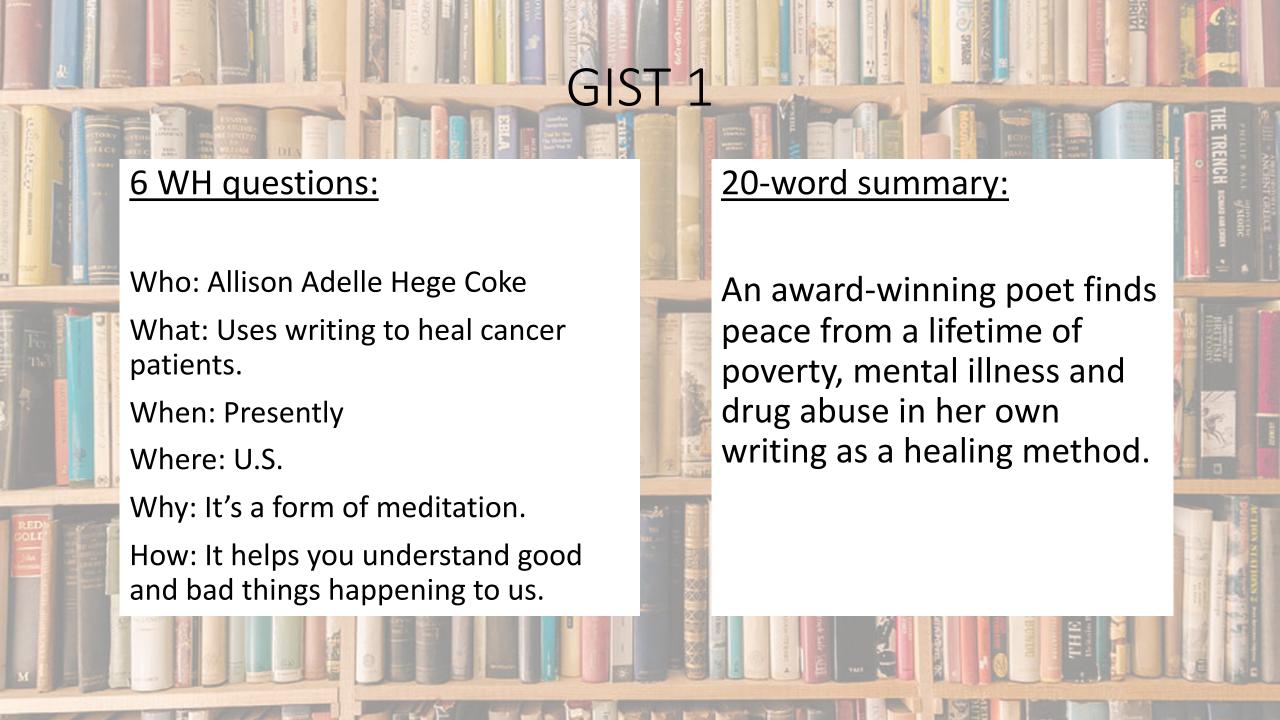
Writing can be a type of meditation, Coke says in a phone interview from her home in Oklahoma. It's a process that helps us unravel and understand both the good and bad things that happen to us.

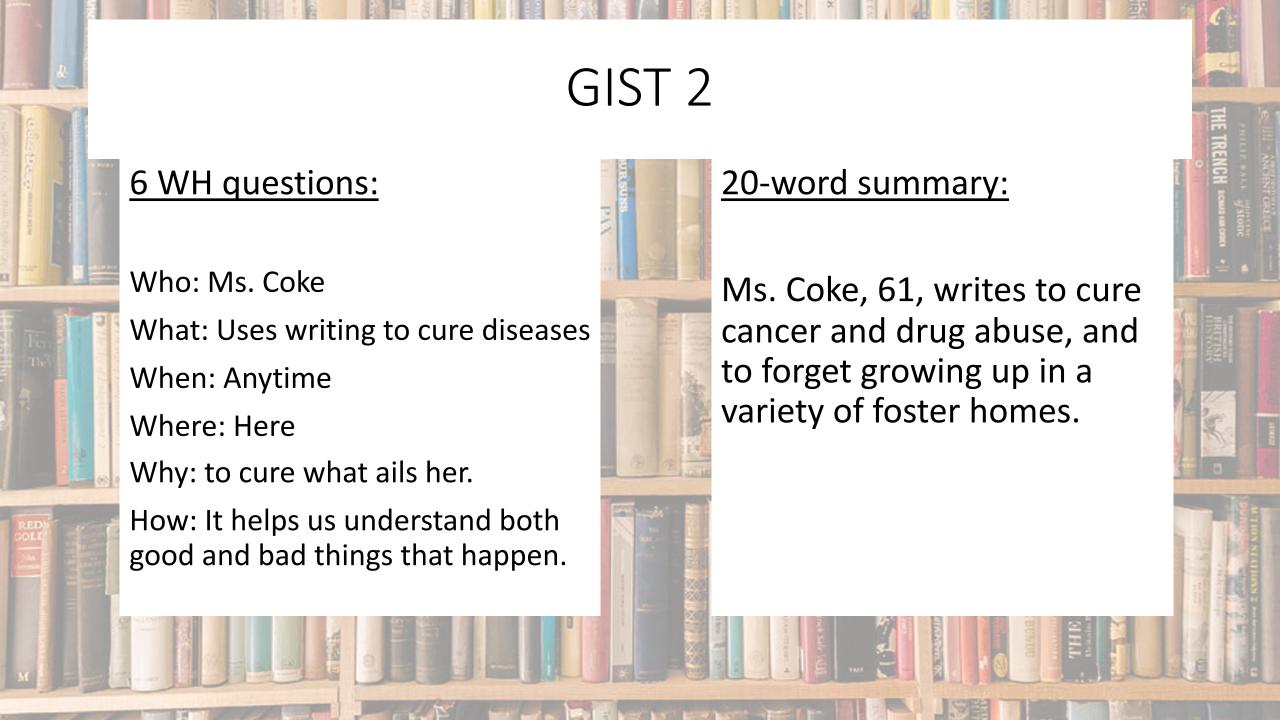


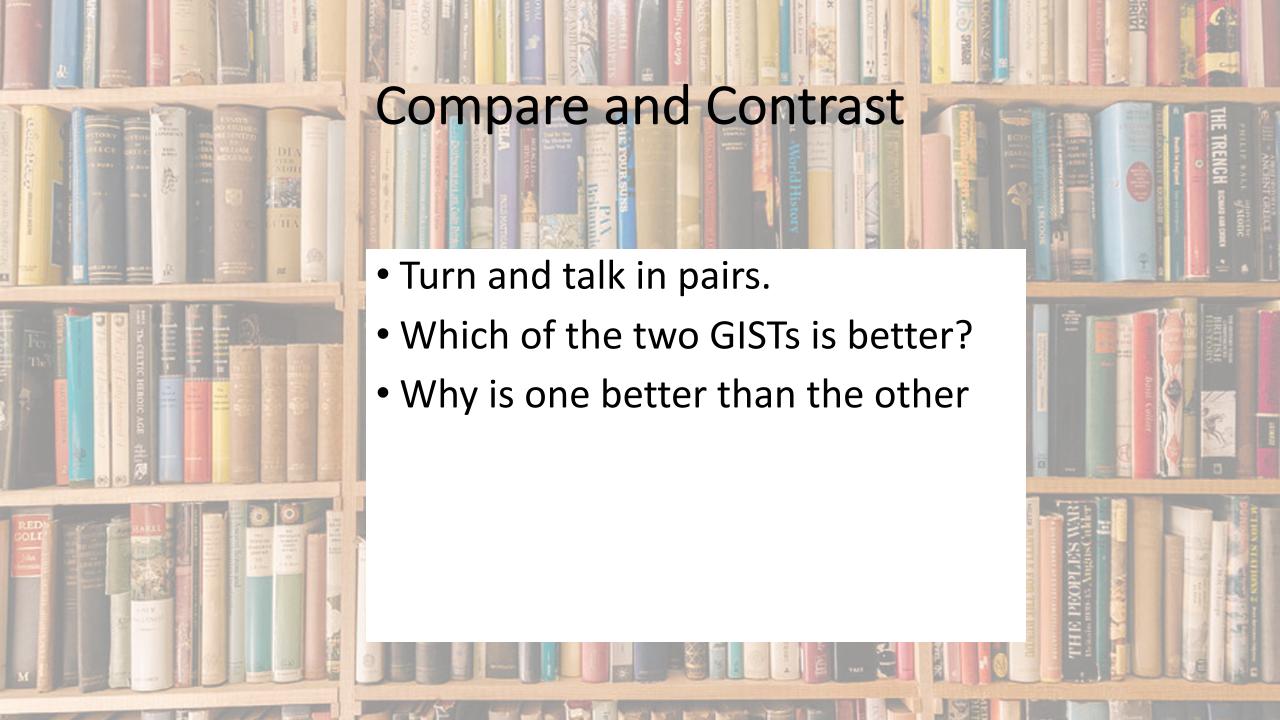
## **GIST Template**

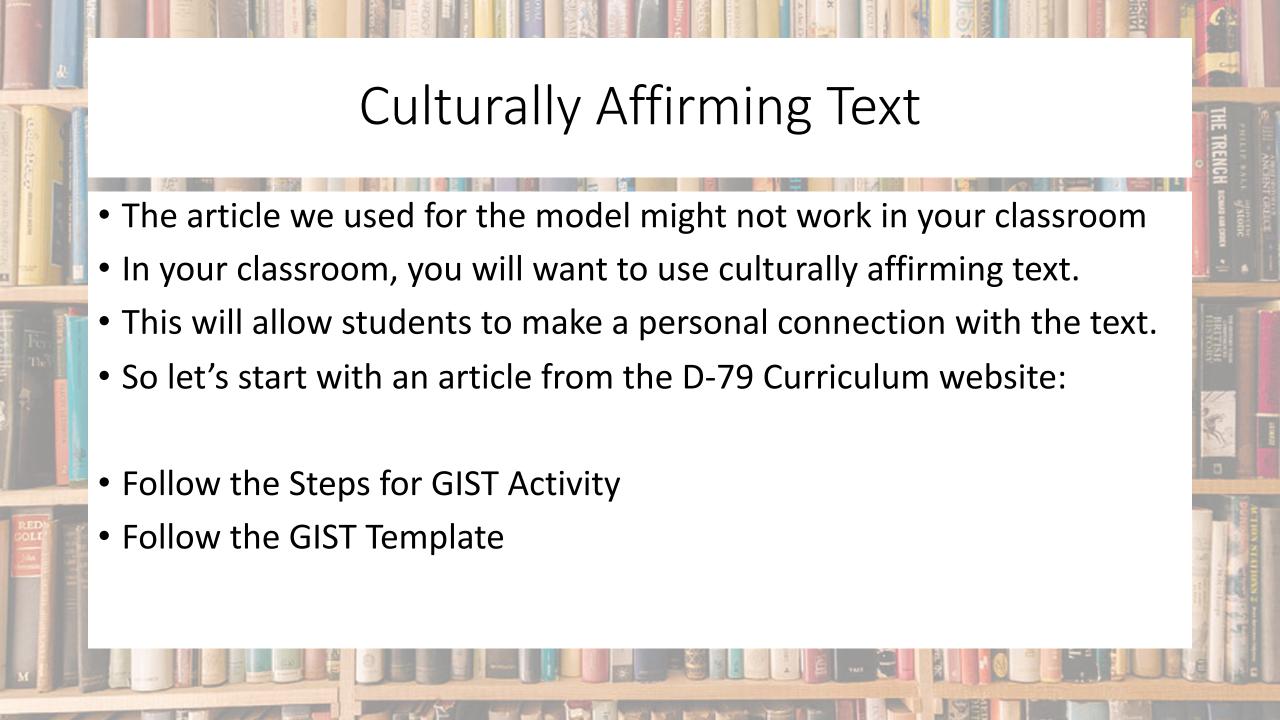
ame	 	
rticle Title	 	
rticle Source	 	
Read the article.		
. Fill out the 5Ws and H.		
Who:		
What:		
Where:		
When:		
Why:		
How:		
. Write a 20-word GIST.		











## In Super Bowl ads, a play for values and a contentious MLK message

Advertisers tried to play up American values and not fumble the ball during Sunday's Super Bowl, yet one waded into controversy by using the voice of Martin Luther King Jr.

In the biggest U.S. television advertising event of the year, most spots featured humor, celebrities and a feel-good message, steering clear of a politically divisive environment.

A surprise came with the words of slain civil rights leader King in an ad for Dodge Ram, a unit of Fiat Chrysler Automobiles, where he is heard saying, "We recognize that he who is greatest among you shall be the servant."

The "Built to Serve" ad drawing on a sermon by King sought to highlight community service but it sparked an outcry over the use of King's legacy.

"You took a very powerful moment in time and you tried to reappropriate that for the message of selling cars," said Derek Rucker, a marketing professor at Northwestern University who works on a Super Bowl ad rating project and who called the ad "a mistake."

## Follow GIST Protocol

- Read an authentic article independently.
- Complete GIST template
- Work in pairs to write two 20-word summaries:
  - a good GIST
  - a bad GIST
- As a group, compare both GIST versions written by each pair.
- Consolidate several GISTS to create the best GIST possible.
- Share the "Best GIST" with the class.