

MGI Guiding Question Chart

Ben and Jerry's Example

Guiding Questions for a Narrative Topic:

1. When/Where did Ben and Jerry meet?
2. Why did they decide to open an ice cream business?
3. Who was Ben and Jerry?

Guiding Questions for an Informational Topic:

1. What is the best recipe for ice cream?
2. How do companies make industrial amounts of ice cream? How is that different from when people make it at home?
3. What does a Ben and Jerry's ice cream plant look like?

Guiding Questions for an Argumentative Topic:

1. How does Ben and Jerry's pick their flavors?
2. What flavors are most popular in the United States?
3. How do most people pick their favorite flavor of ice cream?