

Instructor:				
Course/Area: Media Studies		Grade: 12		
Content/Topics	Standard	Skills/Benchmarks	Assessment/Products	Time
<p>Speaking, Listening and Viewing</p> <p>The student will speak clearly and effectively for a variety of purposes and audiences and actively listen to, view and evaluate oral communication and media.</p>	<p>A. Speaking and Listening</p> <p>The student will demonstrate understanding and communicate effectively through listening and speaking.</p>	<p>1. Distinguish between speaker's opinion and verifiable facts and analyze the credibility of the presentation.</p> <p>4. Describe the role of communication in everyday situations (e.g. advertising, informal social, business, formal social, etc.)</p>	<p>use of graphic organizer options (facts versus opinions), oral critique</p> <p>oral critique</p>	
<p>Speaking, Listening and Viewing</p> <p>The student will speak clearly and effectively for a variety of purposes and audiences and actively listen to, view and evaluate oral communication and media.</p>	<p>B. Media Literacy</p> <p>The student will critically analyze information found in electronic and print media, and will use a variety of these sources to learn about a topic and represent ideas.</p>	<p>5. Evaluate the content and effect of persuasive techniques used in print and broadcast media.</p>	<p>role play/class discussion</p>	
<p>Speaking, Listening and Viewing</p> <p>The student will speak clearly and effectively for a variety of purposes and audiences and actively listen to, view and evaluate oral communication and media.</p>	<p>A. Speaking and Listening</p> <p>The student will demonstrate understanding and communicate effectively through listening and speaking.</p>	<p>5. Understand the effects of media on society and culture.</p> <p>6. Identify and understand essential elements, skills and implications of persuasion, argumentation, and debate as essential oral skills.</p>	<p>study advertising campaign; do on-site visitation; informative speech illustrating research</p> <p>study editorials from newspapers/ magazines; organize persuasive elements</p>	
<p>Speaking, Listening and Viewing</p> <p>The student will speak clearly and effectively for a variety of purposes and audiences and actively listen to, view and evaluate oral communication and media.</p>	<p>B. Media Literacy</p> <p>The student will critically analyze information found in electronic and print media, and will use a variety of these sources to learn about a topic and represent ideas.</p>	<p>8. Formulate critical, evaluative questions relevant to a print or non-print selection.</p>	<p>persuasive speech assignment; persuasive debate assignment</p>	

