

Grades 3-5

Benchmark A: Explain the intended effect of media communications and messages when delivered and received by various audiences and for various purposes.

Grade Three

Media Messages

1. Recognize what type of information is delivered through a specific media message and chosen format (e.g., informational, recreational, personal greeting).

Grade Four

Communicating With Media

1. Interpret how an author's and/or artist's intent and choice of visual and text components in media communications and formats appeal to feelings and senses, suggest mood and meaning and influence audience understanding. E.g., Caldecott award
2. Differentiate between fact and opinion and relevant and irrelevant information found in media communications.

Grade Five

Communicating With Media

1. Explain how multimedia visual and text components, production techniques, language choice, and facts and opinion are used in various combinations to shape listener, viewer and audience perception.
2. Summarize an author's and/or artist's intent based on the choice and use of multimedia components to appeal to feelings and senses, suggest mood and meaning and inform or influence audience understanding.

Media Messages

3. Identify the intent behind the communication and delivery of information by individuals, groups, businesses and organizations.

Benchmark B: Examine a variety of elements and components used to create and construct media communications for various audiences and for various purposes.

Grade Three

Media Elements

1. Identify the roles of various people who help create a print or nonprint media communications, messages and mediums (e.g., writer, artist, editor).

Grade Four

Media Elements

1. Apply and demonstrate how various text elements and organizational structures are used to construct and support a central idea of print and nonprint media documents and presentations (e.g., boldface and italic text fonts, text size, cause and effect, chronological sequence).

Grade Five

Media Elements

1. Employ "use and function" of the various text elements and organizational structures used to construct and support a central idea of print or nonprint media documents and presentations (e.g., font characteristics, paragraph alignment, figurative language).