

Grades 9-12

Benchmark A: Comprehend that media communications deliver information and messages that regard social, political, economical, aesthetic and ethical issues.

Grade Nine

Media Messages

1. Infer and summarize information communicated, delivered and received by society as a whole.
2. Identify factors that influence reasons for the communication and delivery of information regarding social, economic, political, aesthetic and ethical issues (e.g., debate, argument, advocacy, policy, positioning).

Grade Ten

Media Messages

1. Examine the social, economic, political, aesthetic and ethical functions and purposes embedded in media communications.
2. Compare and contrast the effectiveness of multimedia components and medium formats used to produce and deliver various communications and information for social, economic, political, aesthetic and ethical issues.

Grade Eleven

Media Messages

1. Assess information communicated, delivered and received by society as a whole.
2. State reasons for media communications and delivery in support of social, economic, political, aesthetic and ethical issues (e.g., debate, argument, advocacy, policy, positioning).

Grade Twelve

Media Messages

1. Examine and evaluate information communicated, delivered and received by society as a whole.
2. Analyze and critique social, economic, political, aesthetic and ethical functions and purposes embedded in media communications.

Benchmark C: Critique and evaluate the intended impact of media communications and messages when delivered and received by society as a whole.

Grade Nine

Communicating With Media

1. Examine media communications for accuracy, relevancy, credibility and appropriateness (e.g., validity of authority, objectivity, balanced coverage, publication date, testimonial,
2. Recognize propaganda and rhetorical devices embedded in visual and text media components.
3. Examine media communications and information products for the alignment of content, context and projected values.

Grade Ten

Communicating With Media

1. Summarize and state the pros and cons of media communications on society as a whole and in the shaping of governmental, social and cultural norms.
2. Assess media communications for bias, fallacious reasoning, unsupported inferences, propaganda, rhetoric, stereotyping, accuracy, relevancy and credibility.

Grade Eleven

Communicating With Media

1. Assess influences of media communications on society as a whole and in the shaping of governmental, social and cultural norms.
2. Assess media communications for complexities and discrepancies, as well as for accuracy, relevancy and credibility.
3. Critique media communications and information products for alignment of content, context and projected values.