Arkansas CTE

Introduction to Media Communications: Grades 9, 10, 11, 12

Adopted 2015

Analyze and summarize the history and evolution of the audio-video technology, and communications field to understand the current role of media in society and the economy.

1.1 Summarize the history of mass communications.

1. Summarize the features of the partnership technology and the arts have in developing presentations and productions. 1.1.1
2. Summarize the history and impact of the arts and technologies on society. 1.1.2
3. Interpret the similarities and differences between the objectives of the general public and the industries relating to communications operations. 1.1.3
4. Develop media literacy for professional critique of journalistic reporting. 1.1.4

1.2 Analyze the communication industry's economic base in order to demonstrate an understanding of the factors influencing the industry as a whole.

1. Present the role that business expects from the media in relation to economic development. 1.2.1
2. Describe how the arts have economically influenced the inception of the technology industry. 1.2.2
3. Identify the basic business principles relative to the pathways in this career cluster. 1.2.3
4. Summarize the role of a freelance writer, photographer, videographer, or journalist. 1.2.4

1.3 Analyze and summarize evidence of interdependence between the technical and the artistic sides of this career cluster in order to demonstrate an understanding of the systems involved in the cluster.

1. Examine the objectives of industries related to arts and communications operations. 1.3.1
2. Identify the degree of influence of print, broadcast media, arts, and performance in the economy and the culture of this country. 1.3.2
3. Examine information technology applications commonly used in communication. 1.3.3
4. Summarize the technological advancements and tools important to work in this industry. 1.3.4

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5. Analyze the role telecommunications have affected advertising, public relations, and print information. 1.3.5

1.4 Analyze, demonstrate relevant examples, and critique a variety of persistent cultural issues and dilemmas within society that commonly affect how cultures are portrayed within art forms and communication, and offer possible solutions to those issues and dilemmas.

1. Evaluate the effectiveness on cultural change from mass communication appeal in news, advertising and entertainment through various media. 1.4.1
2. Hypothesize the interrelated use of technical knowledge and skills to generate productions and media that influence cultures and economies. 1.4.2
3. Analyze the effects of body language and facial expressions in media broadcasts. 1.4.3
4. Evaluate the credibility of broadcasters based upon outside factors that may taint character. 1.4.4

1.5 Examine the influence government, public opinion, and diverse local and cultural perspectives may have upon visual arts, media communications, or performance, and discuss the media consumer's role in regards to that influence.

1. Describe the intent and relationship of the First Amendment to this cluster. 1.5.1
2. Define the roles of the arts in business, technology, and the community as identified by society. 1.5.2
3. Compile research to substantiate or refute opinions and theories. 1.5.3

1.6 Analyze the role of evolving technology and the internet in the evolution of media content, and predict future trends in media.

1. Compare and contrast the different viewpoints for how media is presented and how these viewpoints have shifted with advancements in technology. 1.6.1
2. Examine and explain the use of social media and the impact that it is having on mass communications. 1.6.2
3. Analyze the ethical use of social media and possible resulting ramifications. 1.6.3
4. Evaluate the importance of knowing technological trends in media and culture in order to remain relevant. 1.6.4
5. Analyze streaming services that provide original content free of many FCC regulations. 1.6.5

Examine the various pathways and programs of study within the media communications fie
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2.1 Determine how various pathways within the cluster work together to generate productions, media and broadcasting activities.

1. Identify production activities associated with pathways in film, television, radio and Internet. 2.1.1
2. Evaluate the effectiveness of the mass communication appeal in news, advertising and entertainment through various media. 2.1.2

opportunities leading to gainful employment.

3. Explain how these pathways must interrelate for effective and economic success. 2.1.3
4. Generate a production, media, or other event, and identify the interrelated activities and skill requirements associated with various pathways in this cluster. 2.1.4
5. Compare pathways with common industry sectors that provide career opportunities for mobility. 2.1.5

2.2 Analyze strategic media strategies targeting appropriate audiences for mass communication purposes.

1. Chart demographic audiences to media outlets to determine target appeal for each age group. 2.2.1
2. Determine the most cost effective strategy for targeting specific age groups based upon access and appeal. 2.2.2
3. Analyze advertising and promotions activities for affective success techniques. 2.2.3

2.3 Analyze the efficacy of various media outlets, and Determine personal preference for media outlets.

1. Evaluate and summarize personal talent for media technology, print, reporting, editing, production, and broadcasting. 2.3.1
2. Examine and summarize the life style implications and physical demands required by work activities common in communications to demonstrate a broad perspective regarding the nature of work in the industry. 2.3.2
3. Discuss how self-discipline, self-worth, positive attitude and integrity are important in this industry. 2.3.3
4. Identify roles and responsibilities of field production personnel, editors, broadcasters, advertisers and journalists have in this industry. 2.3.4

Examine the interrelated skills within the audio/video technology and communications field to determine the educational pathways leading to gainful employment.

3.1 Analyze the skills required by both technical and artistic partners to provide audiences with quality works and productions.

1. Demonstrate effective listening and communication skills. 3.1.1
2. Demonstrate flexibility and willingness to learn new knowledge and skills. 3.1.2
3. Demonstrate effective observation skills. 3.1.3

3.2 Analyze the roles of creators, performers, technicians, and others involved in production, performance, and media to identify common skills.

1. Identify technical skills related to print technology. 3.2.1
2. Analyze responsibilities and work environment associated with graphic communications. 3.2.2
3. Analyze the knowledge, skills and abilities necessary for careers in media advertising. 3.2.3

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4. Identify principles of design in various applications. 3.2.4
5. Manage the advertising and graphic design process including customer service and sales, scheduling, and quality control to deliver products that meet customer needs and expectations. 3.2.5
6. Examine various media used to create illustrations. 3.2.6

3.3 Determine the technical knowledge and skills that relate to communications pathways.

1. Distinguish between fact and opinion with regard to reporting information. 3.3.1
2. Identify the pathways with the knowledge and skills, and compare the potential for career crosswalks. 3.3.2
3. Explain how leadership and teamwork skills are critical to success in the AAVTC careers. 3.3.3
4. Explain the importance and value of editing printed and verbal communication. 3.3.4

3.4 Demonstrate appropriate public speaking and presentation skills necessary for a career in the communications field.

1. Demonstrate the ability to conduct a formal business meeting among peers using basic parliamentary procedures. 3.4.1
2. Demonstrate the ability to speak in front of a group of people using multimedia presentations. 3.4.2
3. Demonstrate the ability to conduct journalistic interviews. 3.4.3

Analyze and apply laws affecting mass communication enterprises to maintain up-to-date compliance with key regulations influencing the industry.

4.1 Analyze the First Amendment, FCC, the Freedom of Information Act, libel laws, and other regulations for compliance issues relevant to media communications.

1. Identify agencies and organizations that oversee and enforce media regulations. 4.1.1
2. Explain written organizational policies, rules and procedures common to careers in communication fields. 4.1.2
3. Apply research and knowledge of laws affecting media communications (copyright contracts, permits, liability, FCC rules, and 1st amendment. 4.1.3
4. Identify processes required to obtain local, county, and state permits for building structures and sets, and installing communications mechanisms in various site locations. 4.1.4
5. Determine the implications of violating confidentiality. 4.1.5

4.2 Analyze the copyright laws in relation to seeking formal permission to use materials.

1. Identify steps for securing permission to use copyrighted materials. 4.2.1
2. Define what is original content, fair use, and plagiarism. 4.2.2

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4.3 Analyze professional media code of ethics.

1. Examine issues related to maintaining ethical standards in situations without a clear standard. 4.3.1
2. Explain the importance of ethics in journalism when gathering and reporting news or product information. 4.3.2
3. Cite examples of ethical/unethical conduct in writing, creating, printing and broadcasting. 4.3.3
4. Identify ethics involved in the degree of influence media specialists have upon readers, listeners and viewers. 4.3.4
5. Apply business and communications etiquette necessary for effective interpersonal communications. 4.3.5
6. Analyze promotional propaganda and the role media has played to change cultural perception. 4.3.6
7. Analyze the effects of slander and defamation of character that media sources have had on people in authority or prominence. 4.3.7
8. Examine the professional code of ethics. 4.3.8
9. Exhibit ethical conduct in writing, creating, printing, broadcasting, and performing to uphold high standards for behavior in the industry. 4.3.9

Analyze safe working conditions in accordance with rights and applicable responsibilities in a communications work environment.

5.1 State the implications and rationale for various rules and laws designed to promote safety and health and the effect these laws may have on a work environment.

1. Assess and control methods to reduce sources worksite accident hazards common in this industry to promote a safe and accident free working environment. 5.1.1
2. Describe ways to positively impact occupational safety and health. 5.1.2
3. Define the OSHA safety regulations related to this cluster. 5.1.3
4. Identify and describe major sources of information about hazards in the workplace. 5.1.4

5.2 Analyze employer and personal responsibility for maintaining a safe and healthy work environment.

1. Demonstrate personal safety habits and procedures while on work-related assignments in various locations beyond the business site to ensure personal safety and well-being. 5.2.1
2. Apply safety procedures in operating equipment commonly used within the career pathways involved in this cluster to demonstrate a broad understanding of important safety practices. 5.2.2
3. Identify the responsibilities of employers related to occupational safety and health. 5.2.3

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4. Demonstrate the use of knowledge and skills for safe and healthful use of chemicals in various processes in media environments. 5.2.4
5. Summarize safety related issues to demonstrate broad understanding of health and safety concerns 5.2.5

Identify, examine and select career opportunities in technology and communications related career pathways in order to develop the most appropriate education and training program.

6.1 Identify careers in print journalism, radio and television broadcasting, advertising Design, digital and mobile applications and graphic print technology.

1. Locate and interpret labor market demand for careers in the journalism and broadcasting career pathway. 6.1.1
2. Identify, research and summarize local media markets for possible career opportunities. 6.1.2

6.2 Explore and summarize education and training opportunities, extended learning and work-based opportunities, and student and professional organizations,

1. Assess educational and professional goals in relation to education and career opportunities. 6.2.1
2. Create a realistic achievable education and training plan with multiple stackable credentials leading to employment. 6.2.2
3. Identify educational and credentialing requirements for media technology and communications pathways. 6.2.3
4. Identify regionally recognized industry certifications. 6.2.4

6.3 Analyze responsibilities and the work environment associated with media communications.

1. Compare personal interests, values and aptitudes with job requirements and characteristics found in the media pathway. 6.3.1
2. Analyze employer expectations in each of the related industries. 6.3.2
3. Critique personal ability in relation to employer expectations and industry demands. 6.3.3

6.4 Create a career portfolio to demonstrate experience, knowledge, skills and abilities

1. Develop an electronic career portfolio with goals and objectives. 6.4.1
2. Match personal interests, values and aptitudes to selected careers. 6.4.2
3. Research job opportunities and projections in the journalism and broadcasting field of employment. 6.4.3

6.5 Analyze and summarize the employment process and employability skills necessary to obtain gainful employment.

1. Identify requirements for specific occupations of interest within the media communications pathway. 6.5.1
2. Determine personal preference for media outlets. 6.5.2

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3. Evaluate and summarize personal talent for media technology, print, reporting, editing, production, and broadcasting. 6.5.3