Texas CTE

Professional Communications

The student demonstrates professional standards/employability skills as required by business and industry. The student is expected to:	a explore opportunities in training, education, and certifications for employment
	b demonstrate professional standards and personal qualities needed to be employable such as oral and written communication, leadership, teamwork, appreciation for diversity, conflict management, customer service, work ethic, and adaptability
	c demonstrate skills related to seeking and applying for employment
	d create a resume and cover letter/letter of interest to document information such as work experiences, licenses, certifications, and work samples
	e demonstrate skills in evaluating and comparing employment opportunities.
The student applies English language arts in professional communications projects. The student is expected to	a demonstrate use of content, technical concepts, and vocabulary;
	b use correct grammar, punctuation, and terminology to write and edit documents;
	c identify assumptions, purpose, outcomes, solutions, and propaganda techniques;
	d compose and edit copy for a variety of written documents;
	e evaluate oral and written information
	f research topics for the preparation of oral and written communications.
The student applies professional communications strategies. The student is expected to:	a adapt language for audience, purpose, situation, and intent;
	b organize oral and written information;
	c interpret and communicate information, data, and observations
	d deliver formal and informal presentations;
	e apply active listening skills;
	f develop and interpret tables, charts, and figures;
	g listen to and speak with diverse individuals;
	h exhibit public relations skills.

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The student understands and examines problem-solving methods. The student is expected to:	a employ critical-thinking skills independently and in groups; b employ interpersonal skills in groups to solve problems
The student uses technology applications and processes. The student is expected to:	a use technology applications such as social media, email, Internet, writing and publishing, presentation, and spreadsheet or database applications for audio and video production projects b use processes such as personal information management, file management, and file sharing.
The student understands communications systems. The student is expected to:	a describe the nature and types of businesses; b analyze and summarize the history and evolution of the various related fields of study c analyze the economic base in order to demonstrate an understanding of the economic factors influencing the industry as a whole.
The student applies safety regulations. The student is expected to:	a implement personal and classroom safety rules and regulations b follow emergency procedures as needed.
The student identifies and develops leadership characteristics. The student is expected to	a identify leadership characteristics; b participate in student leadership and professional development activities
The student applies ethical decision making and understands and complies with laws regarding use of technology in communications. The student is expected to:	a exhibit ethical conduct; b discuss copyright laws in relation to fair use and duplication of materials; c analyze the impact of communications on society; d understand and exhibit digital citizenship.
The student applies technical skills for efficiency. The student is expected to:	a employ planning and time-management skills to relate to professional communications b use technology to enhance productivity.
Th un pr	levelop an understanding of the evolution of the arts, audio/video technology, nd communications career field, including the history, foundation elements, rinciples, and communicative effects;

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communications through exploration of the Arts, Audio/Video Technology, and Communications Career Cluster. The student is expected to:	b demonstrate knowledge of the communication process, including the characteristics of oral language, types and effects of nonverbal communication, effective nonverbal strategies such as a firm handshake, direct eye contact, and appropriate use of space and distance;
	c demonstrate knowledge of the components of the listening process and specific kinds of listening such as critical, deliberative, and empathetic;
	d identify and analyze ethical and social responsibilities of communicators;
	e demonstrate knowledge of various communication processes in professional contexts, including using effective communication skills; analyzing standards for appropriate use of informal, standard, and technical language; making appropriate and important communication decisions based on accurate and complete information; and recognizing and analyzing appropriate channels of communication in organizations;
	f use appropriate interpersonal communication strategies in professional contexts, including using different types of professional communication and communication management skills and observing professional etiquette;
	g demonstrate knowledge of the interview process, including effective communication as interviewee and interviewer, and federal employment laws regarding interviews;
	h identify and use appropriate strategies for communicating with a variety of audiences;
	i identify the types, purposes, dynamics, processes, effectiveness, roles of members, and leadership styles of professional groups;
	j communicate effectively in group contexts by assuming productive roles, solving problems, managing conflicts, and building consensus in groups;
	k research formal and informal professional presentations by analyzing the audience, occasion, purpose, and primary and secondary sources; determining specific topics for presentations; and evaluating sources using media literacy strategies such as recognizing bias, misinformation, untruths, and source credibility;
	l develop formal and informal professional presentations using effective strategies to organize presentations, using information to support points in presentations, preparing scripts or notes, using visual or auditory aids to enhance presentations, and providing credit for information sources;
	m conduct formal and informal professional presentations using effective verbal and nonverbal strategies to inform, persuade, or motivate an audience;

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n use appropriate techniques to manage communication apprehension and build self-confidence;

o evaluate formal and informal professional presentations by participating in question-and-answer sessions following presentations, applying critical-listening strategies, and evaluating the effectiveness of presentations, including self-evaluation

p participate in an informative or persuasive group discussion;

q use a variety of strategies to acquire information from electronic resources;

r acquire electronic information in a variety of formats;

s use research skills and electronic communications;

t format digital information for appropriate and effective communication in a product by defining the purpose, identifying the intended audience, and using the principles of page design such as leading, kerning, automatic text flow into linked columns, widows, orphans, and text wrap;

u apply desktop publishing to create products using word processing programs, editing products, or drawing programs; design elements such as text, graphics, headlines, color, white space; typography concepts, including font size and style; and graphic design concepts such as contrast, alignment, repetition, and proximity;

v develop and reference technical documentation

w deliver digital products in a variety of appropriate media.