Grades 6-8

Benchmark A: Comprehend that media communications deliver information and messages to a specific audience for a specific purpose, and analyze the intended impact of media communications and messages when delivered and received by a specific audience.

Grade Six

Communicating With Media

1. Discuss why print and nonprint media communications are directed toward specific listeners and viewers.

Media Messages

2. List various multimedia practices used in communications and messages to influence and persuade thought, feeling, behavior and key viewpoints of specific listeners and viewers (e.g., exaggerated claims, subliminal text, close-ups, time lapse, repetition).

3. Recognize examples of opinion, bias and stereotyping found in print and nonprint media communications created by students and by others.

Grade Seven

Communicating With Media

1. Analyze the adequacy and accuracy of facts and details in media communications directed toward specific listeners, viewers and one's self.

Media Messages

2. Analyze how multimedia practices shape and alter personal perceptions and viewpoints of specific listeners and viewers, and the degree of impact.

3. Recognize fallacious reasoning, misleading concepts, persuasive hype, bias and stereotyping found in the construction and delivery of specific media created by students and by others.

4. Classify reasons for the communication and delivery of information by individuals, groups, businesses and organizations.

Grade Eight

Communicating With Media

1. Assess the accuracy, relevancy and credibility of information presented in various print and nonprint media communications directed toward specific listeners, viewers and one's self.

2. Assess the degree of impact information communicated and received has in informing, influencing or altering personal perception and viewpoint, and other listeners and viewers.

Media Messages

3. Assess the format and medium of choice for delivery of media communications and messages, based on audience characteristics (e.g., level of understanding, level of interest).

4. Differentiate audience factors that influence reasons for the communication and delivery of information by individuals, groups, businesses and organizations (e.g., age, gender, ethnicity, geography, economics).