

Mass Communications



Vocabulary

- ACCESS
- EDIT
- PUBLISH
- ADVERTISING
- EDITOR
- PUBLISHER
- ADVERTISEMENT
- EDITORIAL
- RADIO
- ANCHOR
- E-MAIL
- RECORD
- ANNOUNCEMENT

WHAT WILL BE LEARNED

During the Mass Communications project you will learn about the major communication mediums in the world today. The areas of study include the study of major forms of print, broadcasting, advertising, public relations and the Internet communications. Your portfolio of work will emphasize the impact of communication on the world today and the skills necessary for the work to be done in these fields.



The efg Portfolio System includes Performance Tasks and Core Skills necessary for work and citizenship now and in the future.

RESEARCH LOCATIONS/BOOKS

io-10phonerates.com (comparisons) - <http://io10phonerates.com/>
Ambit's Science Fiction TV Program Listings - <http://www.ambitweb.com/>
Arizona Republic/Phoenix Gazette - <http://www.azcentral.com/arizonarepublic/>
Articles from School Newspapers
Atlanta Journal-Constitution - <http://www.ajc.com/>
Boston Globe - <http://www.boston.com/news/globe/>
Bremen High School TV Production Program - Chicago
British Telecom: Innovations - <http://www.bt.com/>
CATV CyberLab (Cable TV technology)
Careers in Film, Television and New Media
High School Newspapers - http://www.highschooljournalism.org/students/schoolinf_index.cfm
Detroit Free Press - <http://www.freep.com/>
InterDomain - Melbourne, Australia - <http://www.interdomain.net.au/>
Kauai Intermediate School Media Production Class - Hawaii - [http:// www.hawaiiink.net/-riofta/2000/mainpage.html](http://www.hawaiiink.net/-riofta/2000/mainpage.html)
Living in France: Post and Telephone - <http://www.egide.asso.fr/uk/guide/vivre/communiquer/>
Mass Communications History Collections - <http://www.wisconsinhistory.org/libraryarchives/readroom/masscol.asp>
Maui Radio Dial (chart) - <http://www.hawaiiiradiotv.com/MauiRadio.html>
NPR (National Public Radio) - <http://www.npr.org/>
National Association of Broadcasters - <http://www.nab.org/>
National Association of Broadcasters: Career Center - <http://www.nab.org/bcc/>
National Association of Broadcasters: Science & Technology - [http:// www.nab.org/SciTech/](http://www.nab.org/SciTech/)
PBS - <http://www.pbs.org/>
TV Guide (listings by zip code - chart) - <http://www.tvguide.com/>
Telephone Service Company - Ohio (Rates) - <http://www.puco.ohio.gov/puco.cfm>
WXIX Fox 19 - Ohio - <http://www.wxix.com/>

Vocabulary

- ENTERTAINMENT
- RECORDING
- ARTICLE
- FILM
- RELATIONS
- AUTHOR
- HEADLINE
- RELEASE
- BILLBOARDS
- INDEX
- REPORT
- BOOKS
- INTERNET
- REPORTER
- BROADBAND
- KEYBOARD
- REVISE
- BROADCASTING
- LOCAL
- SATELLITE
- BYLINE
- MAGAZINES
- SCANNER
- CABLE
- MEDIA
- SERVICE
- CAMERA
- MEMORY
- SOUND
- CD
- MESSAGE
- SPEECH

SUGGESTIONS FOR USING WORLD WIDE WEB SITES

Read newspapers in print and on the Internet.

Detroit Free Press - <http://www.freep.com/>

Arizona Republic/Phoenix Gazette - <http://www.azcentral.com/arizonarepublic/>

Boston Globe - <http://www.boston.com/news/globe/>

Atlanta Journal-Constitution - <http://www.ajc.com/>

Conduct a mathematical analysis of the cost of telephone service.

Telephone Service Company - Ohio (Rates) - <http://www.puco.ohio.gov/puco.cfm>

io-10phonerates.com (comparisons) - <http://io10phonerates.com/>

Find a map, graph, or chart about TV or radio broadcasts.

TV Guide (listings by zip code - chart) - <http://www.tvguide.com/>

Ambit's Science Fiction TV Program Listings - <http://www.ambitweb.com/>

Maui Radio Dial (chart) - <http://www.hawaiiiradiotv.com/MauiRadio.html>

Look for information about phone use in another country.

Living in France: Post and Telephone - <http://www.egide.asso.fr/uk/guide/vivre/communiquer/>

InterDomain - Melbourne, Australia - <http://www.interdomain.net.au/>

Research changes in communication using the Internet.

The Marshall McLuhan Center on Global Communications - <http://www.mcluhan.ca/>

Mass Communications History Collections - <http://www.wisconsinhistory.org/libraryarchives/readroom/masscol.asp>

Identify the technologies used in TV and radio broadcasting.

British Telecom: Innovations - <http://www.bt.com/>

CATV CyberLab (cable TV technology)

National Association of Broadcasters: Science & Technology - <http://www.nab.org/SciTech/>

Investigate ways that art, music, and drama are used in TV and radio.

PBS - <http://www.pbs.org/>

Vocabulary

- CELL PHONE
- MONITOR
- STAFF
- CHANNEL
- MOTION PICTURE
- STREAMING
- CHAT ROOM
- MUSIC
- SUBSCRIBE
- COLUMNIST
- NETWORK
- SURF
- COMMENTARY
- NEWS
- SYSTEM
- COMMERCIAL
- NEWSPAPER
- TECHNICAL
- COMMUNICATION
- ONLINE
- TELEGRAPH
- COMPUTER
- OPERATIONS
- TELEPHONE
- CONNECTIVITY
- OPTICAL
- TELEVISION
- CONSTRUCT
- PDA
- TRIPOD
- CREATE
- PERFORMANCE

NPR (National Public Radio) - <http://www.npr.org/>

Write a newspaper article for your school.

Articles from School Newspapers

High School Newspapers (links to several) - http://www.highschooljournalism.org/students/schoolinf_index.cfm

Create a news program for your school.

Bremen High School TV Production Program (Chicago)

Kauai Intermediate School Media Production Class - Hawaii - [http:// www.hawaiiilink.net/~riofta/2000/mainpage.html](http://www.hawaiiilink.net/~riofta/2000/mainpage.html)

Investigate ways that community service programs are communicated.

National Association of Broadcasters - <http://www.nab.org/>

WXIX Fox 19 - Ohio - <http://www.wxix.com/>

List the careers that are mentioned on these “links.”

National Association of Broadcasters: Career Center - <http://www.nab.org/bcc/>

Careers in Film, Television, and New Media

POSSIBLE PARTNERSHIPS

Radio station

TV stations/channels/companies

Internet / online companies

Newspapers

Magazines

Printing / publishers

Graphic arts companies

Video stores

Video companies

Film companies

Advertising agencies

Public relations firms

Phone companies

Telecommunications firms

Vocabulary

- UTILITY
- CREW
- PERIODICAL
- VCR
- DEFINITION
- PHOTOGRAPH
- VIEW
- DEPARTMENT
- PLASMA
- VIDEO
- DESIGN
- PRESS
- VIDEOGRAPHER
- DESKTOP
- PRODUCE
- VOICE
- DIGITAL
- PROGRAM
- WIRELESS
- DISCUSSION
- PUBLIC
- WORKSTATION
- DVD
- PUBLICATION
- WORLD WIDE WEB



Life2Learning Lessons

1. **TELEPHONES, CELL PHONES & PDA'S**
2. **TELEVISION PAST AND PRESENT**
3. **STUDENT PRODUCED TELEVISION NEWS**
4. **RADIO PAST AND PRESENT**
5. **PHOTOGRAPHY PAST AND PRESENT**
6. **INTERNET AND THE WORLD WIDE WEB**
7. **NEWSPAPERS AND MAGAZINES**



Lesson 1

Telephones, Cell Phones & PDA's

P1. READING

Read 3 different advertisements for cell phones. Compare the words that they use to describe the phones. Make a list of words that are used in every ad and words that are only used in one add. What do the cell phone companies want you to believe?

P2. MATH

Compare the cost of making a local or long distance phone call using a cell phone and a phone in your home. How does this compare to a phone card. If a 150 minute phone card costs \$12.95, how much

does each minute cost? Can you write other math problems to compare cost?

P3. MAPS/GRAPHS/CHARTS

Can you make a chart of the history of phones, starting with the first and ending with current phones. How would you identify the components of the phones and ways that they have changed over time. How has the size of phones changed?



P4. WORLD LANGUAGE

Compare the use of cell phones in your country with use

in another country such as Norway or Sweden. How is it the same or different? Could you write a list of rules for using cell phones in these languages?

P5. SCIENCE

Research and describe how one of the first telephones worked. Investigate the phones today. How has science changed the way we communicate? What is a PDA? How does this communication device work?

P6. SOCIAL STUDIES

Can you research the work that companies such as Illinois Bell, Bell South, and AT&T have done in the past. What did they have in common with other companies? Are these companies still in business? What company provides your phone service?

P7. HEALTH/ FITNESS

Are their laws in your state or country that control the use of cell phones for safety reasons? What are these laws? Can you list 3 ways that cell phones could be used to protect your health?

P8. TECHNOLOGY

How do phones and the Internet work together today? Can you predict how these will work in the future?

P9. CREATIVE EXPRESSIONS

Create an advertisement for a new type of “phone”. Name your phone, make a picture or graphic design of the model, and illustrate what it will do to improve communication. Make a model of the phone to show it’s size. Make a timeline mural showing pictures of “phones”

P10. CAREERS

Can you identify 5 careers in the “phone” business? What types of skills would you need to work in these careers? Where would you learn these skills?

P11. COMMUNITY SERVICE

Can you volunteer to help an older person program their new phone and demonstrate how it works?

P12. WRITING

Write a report about the evolution of telephones over

time. Include your ideas for communicating in the future.

P13. PRESENTATION

Present your report to the teachers at your school or to a phone company partner in your community.

Lesson 2

Television Past and Present

P1. READING

Read descriptions of TV shows and television news broadcasts from the past. Read descriptions of current programming in a TV Guide or the television guide in your newspaper. Create a dictionary of words that are regularly used in these descriptions.

P2. MATH

Compare advertising costs on special events and regularly scheduled events on television.

P3. MAPS/GRAPHS/CHARTS

Graph the number of TV Channels in 1950, 1970, 2000 and today. Show how this has changed over time. Predict how this will be different in 2030.

P4. WORLD LANGUAGE

How many television channels can you identify that are broadcast in a language other than English. Are these network or cable channels. Which languages are spoken?

P5. SCIENCE

Compare the first televisions with televisions today. How has science improved this communication device? How has technology changed televisions, cameras, and methods of broadcasting the news? Investigate the difference between analog and digital communication. Research an international



science issue and compare how the media is using television to present this issue around the world.

P6. SOCIAL STUDIES

Interview your grandparents or someone in a senior citizen center to find out how old they were when they first watched TV. Ask them to describe the TV set and the name and number of TV stations / channels that they watched. How does this compare to television today?

P7. HEALTH/ FITNESS

Research past and present advertisements or programs on television. How have these changed as a result of health problems?

P8. TECHNOLOGY

View news shows in 1960. What time of day was the news broadcast in 1960. How has this changed over time? What has caused the change? Name 10 things that are different in television today as compared to 1960.

P9. CREATIVE EXPRESSIONS

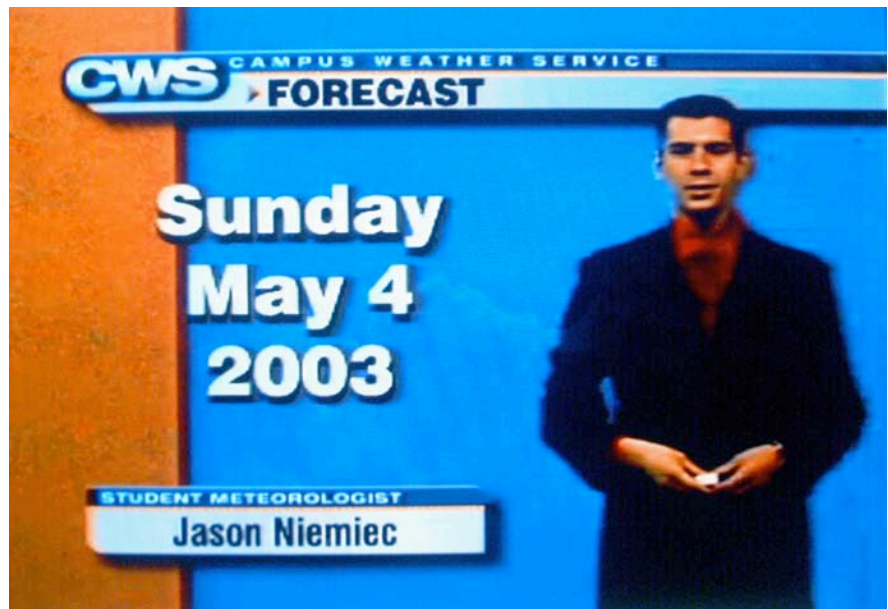
Watch early television sitcoms. How do these compare to shows today. Compare "I Love Lucy" or "The Brady Bunch" to "Everybody Loves Raymond". Create and produce a commercial for TV.

P10. CAREERS

Identify the careers that would be available in the field of television today. Where would you get these skills? How have these jobs changed over time? Select one career and describe it in detail and identify how it has changed in the past 50 years.

P13. PRESENTATION

Present your report to an audience in digital format. Present and defend your view of the coverage and accuracy of a specific news item in a television program. Present your view, in writing, to an employee of the telecommunications company.



P11. COMMUNITY SERVICE

Produce a digital "story" about your school that could be viewed by prospective students, their parents or business partners.

P12. WRITING

Write a report describing all of the people and programming on one TV Channel or network today. Compare your selection with the programming on ABC, NBC or CBS in 1970. How is it the same? How is it different?

Lesson 3

Student Produced Television News

P1. READING

Read the Vision or Mission statement of your school? Read the school newsletter and up to date articles in the local and state newspapers.

P2. MATH

Investigate the cost of cameras and editing equipment for a TV news broadcast. Compare this to the equipment used at a network broadcast studio.

You have 2 hours and 30 minutes of video. One half of the video covers sports and the rest is equally divided into local and world news. Describe the mathematics that you would use to edit this video into a 15 minute news program with 3 equal segments: sports, world and local news.

P3. MAPS/GRAPHS/CHARTS

Make maps of your school campus and community to illustrate various locations of



news stories. Prepare the maps in sections so that they can be used multiple times. Make charts and maps of weather conditions and terminology.

P4. WORLD LANGUAGE

Write, read and or speak the news in another language that is spoken at your school or in your community. Write text for your news broadcast in another language.

P5. SCIENCE

Study local, regional and national weather conditions. Understand the causes of extreme weather and the terminology to describe these conditions.

P6. SOCIAL STUDIES

Study current issues in your community that should be communicated on your news program. Identify different points of view and the key

persons or organizations involved in making decisions about the issue. Present all sides of the issue.

P7. HEALTH/ FITNESS

Determine the safety issues about using student pictures and names in a televised program. Obtain the proper permissions and follow the rules that are established regarding student identification.

P8. TECHNOLOGY

Create a Power Point presentation to use as a teleprompter for your news broadcast.

View news broadcasts on local and national TV Channels and research up to date information on their web sites. View weather conditions on the Weather Channel and weather related web sites.

Learn how to video tape a news show and take pictures of a news scene or event. Use the appropriate editing software to finalize a taped broadcast. Broadcast the news program throughout your school or on the school's web site.

P9. CREATIVE EXPRESSIONS

Create scenery, sets and a logo for your news program.

P10. CAREERS

Visit a nearby TV studio and observe a live news program. Interview the news reporters, meteorologists, camera crew, and other technicians. Ask about the skills that are needed for their job. Find out where they learned these skills.

Research the economic benefits resulting from several careers in the television industry. Create a personal resume of your employability skills.

P11. COMMUNITY SERVICE

Write a story about a community service project in your school or community. Report on this service on the news broadcast. Feature the people who did the service.

P12. WRITING

Research, write and edit a weekly news program including school news, local news, world news, weather, sports and entertainment.

P13. PRESENTATION

Serve as a news anchor and present your weekly news program to a live audience and / or a camera crew videotaping the program.

Lesson 4

Radio Past and Present

P1. READING

Create a dictionary of words that describe the radio and the programming over time. Can you find books or articles to read that describe the history of radio.

P2. MATH

Compare the size of radios in the past and present. Predict the future size of radios. What caused the change in size? Compare the broadcast range and distance of several radio stations. What is the reason for the difference?



P3. MAPS/GRAPHS/CHARTS

Can you graph the different types of "talk shows" that are available on the radio today?

P4. WORLD LANGUAGE

Identify a product and write a radio commercial, for that product, in 3 different languages. Describe the benefits of buying the product.

P5. SCIENCE

What materials do you need to build a radio in your home or science classroom? Can you build a radio and demonstrate how it works? Can you compare

radio frequencies, call signs, locations, coverage, satellite service, and distribution today? How have scientific inventions changed this over time?

P6. SOCIAL STUDIES

How did the invention of

television change the use of the radio? Identify the difference between commercial and non-commercial radio stations. Describe the funding sources and programming. What laws govern ham radio operators? Are there laws that govern radio programming? Who makes these laws?

P7. HEALTH/ FITNESS

How is the radio used to communicate information in a disaster? How would you use the radio to find highway safety information? What role does a ham radio operator have in health and safety issues?

P8. TECHNOLOGY

How has technology changed the way we use a radio today?



P9. CREATIVE EXPRESSIONS

Can you create a picture dictionary of radios from the past to the present? How were sounds, that reinforced a story, created on some of the original radio shows? What different types of music can you listen to on your radio? Can you rank the radio stations in order of your preference for the music that they play?

P10. CAREERS

Identify 4 different careers in radio today. Select one to describe in detail.

P11. COMMUNITY SERVICE

Could you call in a community service message to a local radio station?

P12. WRITING

Write a script for a radio show that could have been used in 1940. Listen to shows in that time frame to get ideas for your script. Identify the characters in the script and the number of people that would be needed to present the program. Describe how different sounds would be made on the program. Write a response

to a radio talk show host describing your opinion of a view that was presented on a recent program.

P13. PRESENTATION

Present your radio commercials to another classroom or group of students.

Lesson 5

Photography Past and Present

P1. READING

Read the biographies of famous photographers. Read descriptions of cameras in the past and present. Read directions for using a camera at our school or in your home.

P2. MATH

Compare the cost of producing 20 different and high quality photographs with a camera using film and a digital



camera. Include the cost of the two cameras and the other technology tools that are needed to produce these photographs. How does this original cost of the photograph production change over time?

P3. MAPS/GRAPHS/CHARTS

Make a graph or chart of different models of film, digital and video cameras today. Where would you find this information? How would you compare the different components, cost and quality of these cameras on your graph or chart? Chart the advantages of different models of a particular camera

P4. WORLD LANGUAGE

How is photography used to convey an idea or make a statement to people who speak another language? Can you use a series of pictures, without words, to communicate an idea? How can these pictures be used on signs or maps to communicate international information?

P5. SCIENCE

Who invented the first camera and how did it work? Compare this camera with cameras that use film and digital cameras today?

P6. SOCIAL STUDIES

How are cameras used today for security purposes or law enforcement? How has the movie industry changed the

economics of a city, state or region of the world? Can you identify the world wide importance of this industry today?

P7. HEALTH/ FITNESS

How has photography changed health and fitness habits in the world?



P8. TECHNOLOGY

Describe, in one page, how technology has changed cameras and photography. Summarize your ideas clearly and use proper grammar and punctuation. Read the directions and use a new camera correctly. Understand how to edit the pictures / videos and

reproduce them for a larger audience.

P9. CREATIVE EXPRESSIONS

Can you identify a famous photographer? Where would you view his or her original photographs? Have the original photographs been reproduced for sale? How many formats have they been used?

Can you use photography to convey an idea, represent your family or a family event, record historical information such as the architecture or landforms in your community, or portray a beautiful scene?

How have movies changed the way we communicate? Watch movies that have been produced in 20 year intervals and identify how they are the same and how they are different.

Video tape an event in your community. Edit the tape and create the advertising and packaging that could be used to market the tape.

P10. CAREERS

How has Kodak changed over time? What products has this company produced? Can you identify other companies that produce and sell the same products?

P11. COMMUNITY SERVICE

Could you organize a photography exhibit at your school or in your community? Would you use judges to rate the quality of the photographs?

How many categories would you feature in this exhibit?

P12. WRITING

Can you research and write a biography of a famous photographer or film producer and describe their artistic work and the information that was communicated in their pictures or films.

P13. PRESENTATION

Present an original photograph in an art show or video to an audience.

Lesson 6

Internet and the World Wide Web

P1. READING

Read 3 Internet reports about a topic you are studying in school. Read about your family history on the World Wide Web. Read current news stories or articles about up coming events on the Internet.

P2. MATH

Compare the cost of various Internet Providers. How does this cost compare to the cost of a cell phone or a phone in your home. Do these tools provide the same service for the customer?

Investigate the financial implications of selling a product on Internet.

P3. MAPS/GRAPHS/CHARTS

Graph the number or Internet sites that you can find for a topic that you are studying in school. Identify the number that have accurate information based upon your text book or the information that you know to be true. Determine how



many have incorrect or outdated information.

P4. WORLD LANGUAGE

Locate information on the Internet about symphonies, water or transportation. How many languages can you identify in the web sites that you find?

P5. SCIENCE

Identify a scientific event or disaster in the world and find up to date information on the Internet. How fast does this information change? How many places on the Internet could you find the information? Find up to date content, on the Internet,

that supports information found in your science textbook. What is the published date on the textbook? How has the information changed over time?

P6. SOCIAL STUDIES

Who invented the Internet and how was it used at that time? Are there laws govern use of the Internet? Are government officials reviewing laws that pertain to

communication on the Internet and World Wide Web? How are copyrights protected on the Internet?

Plan a family trip and identify distance, directions, transportation, overnight accommodations, types of food, and tourist sites using

the Internet. Create a plan that could be easily followed.

Do you have rules in your school for use of the Internet? Does your school issue an Internet Drivers License that can be revoked if you don't follow the rules?

P7. HEALTH/ FITNESS

Can you find information about a family health condition on the Internet? How would you research this category? What tools would you use? How many Internet sites would you need to research to be sure you were getting correct information?

P8. TECHNOLOGY

Investigate how technology has changed the use of the Internet and World Wide Web over time. How is this tool used in schools and homes today



compared to 1995? Can you predict how this will change in the future?

P9. CREATIVE EXPRESSIONS

Can you make an attractive web site featuring a project that you studied in school? How would you incorporate art and music to reinforce the learning that took place in your project?

How do copyright laws affect art and music on the Internet and World Wide Web?

How do graphic artists improve Internet or web sites? Do you know how to use design software to improve your web site? Can you edit video or

incorporate digital pictures on your web site?

P10. CAREERS

Identify 5 future careers that will use the Internet and World

Wide Web on a daily basis. How will this technology change the career? Is there any career that won't use the Internet?

P11. COMMUNITY SERVICE

Could you create a web site for an organization or fund raising event in your community? How would you feature the benefits of participating in the organization or event? How does it help others?

P12. WRITING

Write the text for your community service web site. Check the accuracy

of your content with a community representative. Revise based upon their information.

Write a report about the benefits and dangers of using the Internet for accurate information. Include examples of the positive and negative affects of this communication tool.

P13. PRESENTATION

Present your web site or report to an audience in the school or a community group.

Lesson 7

Newspapers and Magazines



P1. READING

What different information can you learn if you compare a topic in a local, national and international newspaper?

Can you read and compare advertisement for a particular product in two or more newspapers or magazines?

Read a current news article in two different newspapers and two news magazines. How are these articles the same and how are they different? Can you create a vocabulary list and

P2. MATH

Compare the cost of subscription to National Geographic, Life, or Time over the years. How has this changed? What is the difference in the cost of each magazine, purchased separately and the same magazine if it purchased in a subscription? Does this change if the subscription is for more than one year?

Compare the cost of advertising a particular product

Chart or graph magazines that cover the same types of stories or information such as: children's magazines, home magazines, news magazines, sports magazines, scientific magazines or cultural magazines.

Chart the number of positive and negative articles on the front page of a newspaper for a period of one month. Share the results with the editor of the paper.

P4. WORLD LANGUAGE

Identify magazines and newspapers that are read around the world? Why are these important for people world wide? How many languages are used to in these



dictionary that would help people understand these articles? Has a similar article appeared in a magazine for children or students? Is the content the same in that magazine?

in newspapers and magazines

Compare distribution of 3 or more newspapers that can be received in your area.

P3. MAPS/GRAPHS/CHARTS

Identify the major newspapers and locate these, by name, on a world map.

P5. SCIENCE

Can you identify the primary source of paper used by newspaper and magazine companies today? What changes have taken place in these sources over time? Can you identify methods of discarding

newspapers that will help the ecosystem?

How were the first newspapers printed? Can you compare this method with the methods used to produce newspapers today?

P6. SOCIAL STUDIES

Research the date of the first issue of: Life, Time, Newsweek, and the Saturday Evening Post. Are these



magazines still being published? Identify one issue of each magazine that covered a major world event.

P7. HEALTH/ FITNESS

Identify the magazines today that concentrate on health and fitness. Investigate the topics that they have covered in the last 3 months. How do these compare?

P8. TECHNOLOGY

How has technology changed the way that newspapers and magazines are distributed?

P9. CREATIVE EXPRESSIONS

How would you design your own newspaper or magazine? Can you create a logo, cover, or headline that would communicate the types of stories that you would feature? Could you create a new logo or headline for your classroom or school newsletter? How would you make it interesting for students and representative of the area in which you live?

P10. CAREERS

Identify one career in the newspaper or magazine business. Identify why you would like that career and where you would obtain the skills to do the work. Predict how that career could change in the future.

P11. COMMUNITY SERVICE

Volunteer to write news articles about your school or classroom for your local newspaper. Read a newspaper or magazine to someone with impaired vision. Help the person find this in Braille or in large print.

P12. WRITING

Write a story for your local newspaper or a school newsletter describing a current

event in the world or activity that is taking place on your campus.

P13. PRESENTATION

Present your article to a cross grade level team, group of parents, or a community partner / expert to verify your details and content. Modify your article based upon their suggestions.

Primary Content

P1 READ TO UNDERSTAND ABOUT MASS COMMUNICATIONS

1. Recognize, sound, spell and write the mass communications vocabulary words.
2. Identify correct meaning of words and sentences.
3. Write mass communications vocabulary words in sentences.
4. Identify main idea, important elements and sequence of events in stories and articles.

P2 CONDUCT A MATHEMATICAL ANALYSIS OF MASS COMMUNICATIONS

1. Use numbers to count, and identify mass communications information.

2. Use math to measure length and width of newspaper and magazine columns.

3. Use math to compare information or solve a mass communications problem.

4. Understand money amounts and cost of a cable TV subscription.

P₃ CREATE MAPS, GRAPHS AND CHARTS ABOUT MASS COMMUNICATIONS

1. Read and interpret maps, tables, graphs and charts.

2. Construct graphs, tables, and charts from given mass communications information.

3. Create a map of media outlets in your community.

4. Analyze information presented in maps and graphs of mass communications.

P₄ COMMUNICATE MASS COMMUNICATIONS INFORMATION IN ANOTHER LANGUAGE

1. Recognize a few mass communications vocabulary words in another language.

2. Recognize all of the mass communications vocabulary words in another language.

3. Speak and write mass communications vocabulary words in one other language.

4. Label mass communications pictures and charts using words in another language.

5. Learn sign language for vocabulary words.

P₅ CONDUCT A SCIENTIFIC RESEARCH ABOUT MASS COMMUNICATIONS

1. Generate reasonable scientific explanations related to satellite communications.

2. Use scientific method to understand how cellular phones work.

3. Interpret scientific data about sound waves.

4. Conduct a scientific investigation of digital communications equipment.

P₆ CONDUCT A SOCIAL STUDIES INVESTIGATION ABOUT MASS COMMUNICATIONS

1. Identify and exhibit good citizenship in regard to differing points of view on a broadcast.

2. Identify and explain historical events related to mass communications.

3. Identify different cell phone plans and how they are sold.

4. Evaluate discoveries, inventions, and innovations related to mass communications.

P₇ INVESTIGATE THE HEALTH ISSUES RELATED TO MASS COMMUNICATIONS

1. Understand the human or animal health conditions associated with production of computer chips.

2. Understand how the 911 system operates.

3. Identify ways that mass communication is used to promote health awareness.

4. Create a commercial about a health issue.

P₈ UNDERSTAND THE TECHNOLOGY APPLICATIONS WITH MASS COMMUNICATIONS

1. Learn how technology is used on a Web site.

2. Understand the purpose for a variety of technology tools in broadcasting a sports event.

3. Analyze your mass communications information using a technology tools.

4. Record your mass communications information using computers, the Internet, and digital equipment.

P₉ PRODUCE A CREATIVE EXPRESSION ABOUT MASS COMMUNICATIONS THROUGH ART, MUSIC OR DRAMA

1. Research various mass communications creative expressions such as art, music, dance, and drama.

2. Analyze, interpret or create mass communications picture, poster or mural.

3. Perform music or sing songs about mass communications.

4. Present an original mass communications related work of art to an audience or in an exhibit.

P10 INVESTIGATE CAREERS ASSOCIATED WITH MASS COMMUNICATIONS

1. Identify the multiple careers associated with mass communications.
2. Investigate changes in mass communications careers over time.
3. Determine skills necessary for each career.
4. Summarize one mass communications related career that is interesting.

P11 COMPLETE A MASS COMMUNICATIONS RELATED COMMUNITY SERVICE

1. Demonstrate understanding for the need for community service.
2. Identify ways that people can provide communications services to the elderly or to people with handicaps.
3. Determine various mass communications service options in your community.
4. Complete a service project.

P12 WRITE A REPORT ABOUT MASS COMMUNICATIONS

1. Create a mass communications dictionary with definitions.
2. Present mass communications information in a paragraph or report.
3. Include accurate information and the most important ideas in your research.

4. Use complete sentences, correct spelling, correct punctuation, appropriate capitalization.

P13 MAKE A MASS COMMUNICATIONS PRESENTATION FOR A JURY USING MULTI MEDIA TOOLS

1. Organize a mass communications presentation for an audience.
2. Develop charts or materials to portray information.
3. Deliver presentation smoothly without notes.
4. Use appropriate vocal inflections and verbal expressions.

Intermediate Content

P1 READ TO UNDERSTAND ABOUT MASS COMMUNICATIONS

1. Read myths, legends, literature, informative articles, and biographies about mass communications.
2. Read from dictionaries, encyclopedias, atlases, newspapers, periodicals, reports, resource books, annual reports and the Internet to gather specific mass communications information.
3. Identify details and specific information about mass communications.

4. Summarize, compare, contrast and draw conclusions from mass communications.

P2 CONDUCT A MATHEMATICAL ANALYSIS OF MASS COMMUNICATIONS

1. Understand and use fractions and decimals to solve mass communications problems.
2. Measure length, weight, volume, and area of different TV sets.
3. Use mathematics to solve complex mass communications problems.
4. Calculate costs associated with purchasing camera equipment.

P3 CREATE MAPS, GRAPHS AND CHARTS ABOUT MASS COMMUNICATIONS

1. Explore mass communications issues using maps, graphs and charts.
2. Recognize conflicting messages conveyed through graphical representations.
3. Use graphics to present comparative information, interpretations, and analyses of mass communications.
4. Use maps to locate specific places that relay satellite information.

P4 COMMUNICATE MASS COMMUNICATIONS INFORMATION IN ANOTHER LANGUAGE

1. Follow simple directions in another language.

2. Recognize mass communications vocabulary words in two or more languages.

3. Construct mass communications sentences and write paragraphs in another language.

4. Speak and write mass communications vocabulary words in two or more languages.

P5 CONDUCT A SCIENTIFIC RESEARCH ABOUT MASS COMMUNICATIONS

1. Solve a range of mass communications related problems using a variety of strategies and procedures.

2. Use tools and technology to obtain up to date information about scientific issues related to mass communications.

3. Understand the importance of analog and digital technology in mass communications.

4. Survey companies that produce cell phone towers and interpret related macro-ecological issues.

P6 CONDUCT A SOCIAL STUDIES INVESTIGATION ABOUT MASS COMMUNICATIONS

1. Understand the mass communications in relation to the diverse members of a community.

2. Identify the laws that pertain to mass communications.

3. Determine how news sources report fact and opinion.

4. Identify multiple historical facts about mass communications techniques in your community or region.

P7 INVESTIGATE THE HEALTH ISSUES RELATED TO MASS COMMUNICATIONS

1. Identify health problems and disease related to pollution caused by mass communications production or products.

2. Understand the need for reliable sources reporting on preventative health care.

3. Identify safety rules related related to mass communications.

4. Identify locations in the world that have serious health problems connected with mass communications.

P8 UNDERSTAND THE TECHNOLOGY APPLICATIONS WITH MASS COMMUNICATIONS

1. Identify appropriate communication tools for accessing up to date mass communications information.

2. Find mass communications information on the efg world wide web site.

3. Present mass communications information using multi media tools and world wide web applications.

4. Research mass communications issues by asking questions of others using communication tools.

P9 PRODUCE A CREATIVE EXPRESSION ABOUT MASS COMMUNICATIONS THROUGH ART, MUSIC OR DRAMA

1. Use creative expression to convey multiple and divergent perspectives of mass communications.

2. Research the historical perspective on a particular work of art that features mass communications.

3. Review, create or perform a musical work that represents mass communications.

4. Create a photo album, video, slide show, or Power Point presentation depicting mass communications in your part of the world.

P10 INVESTIGATE CAREERS ASSOCIATED WITH MASS COMMUNICATIONS

1. Identify education necessary to obtain the skills for a career related mass communications.

2. Interview or "job shadow" various people in different mass communications careers.

3. Investigate geographic location for specific mass communications careers.

4. Research economic benefits from various careers.

P11 COMPLETE A MASS COMMUNICATIONS RELATED COMMUNITY SERVICE

1. Identify a volunteer opportunity or a service in the community.

2. Develop goals for the service and a timeline to complete the assistance.
3. Complete a service of short duration associated with mass communications.
4. Analyze the value of the service that was provided.

P₁₂ WRITE A REPORT ABOUT MASS COMMUNICATIONS

1. Organize mass communications information, explanations and supporting details.
2. Write unified and well-formed paragraphs which develop specific mass communications information.
3. Write a report using notes, interviews, pertinent data and multiple sources of mass communications information.
4. Use transitions from one subtopic to the next.

P₁₃ MAKE A MASS COMMUNICATIONS PRESENTATION FOR A JURY USING MULTI MEDIA TOOLS

1. Create a chart, exhibition or Power Point presentation about the your mass communications study.
2. Demonstrate clear connections to the oral presentation.
3. Include one or more areas of emphasis and all important information.
4. Respond to questions from the audience.

Advanced Content

P₁ READ TO UNDERSTAND ABOUT MASS COMMUNICATIONS

1. Read about key mass communications issues around the world.
2. Analyze motive, point of view, conflicts and solutions related to mass communications issues.
3. Determine which ideas are accurate and complete. Distinguish fact from opinion.
4. Answer mass communications questions in a manner that is plausible, logical, clear and well-supported.

P₂ CONDUCT A MATHEMATICAL ANALYSIS OF MASS COMMUNICATIONS

1. Using mathematics compare the quality and quantity of satellite dish systems.
2. Calculate costs associated with cable television for a family or community.
3. Analyze the contributing factors to that cost.
4. Compare the cost between different communities, states or countries.

P₃ CREATE MAPS, GRAPHS AND CHARTS ABOUT MASS COMMUNICATIONS

1. Create and use maps around the world identifying major television networks.

2. Identify countries that can receive satellite TV communications from the U.S..
3. Graph or chart the numbers and types of magazines in the past compared to the present.
4. Use graphs and charts to communicate mathematical interpretations.

P₄ COMMUNICATE MASS COMMUNICATIONS INFORMATION IN ANOTHER LANGUAGE

1. Answer mass communications questions in another language.
2. Access world wide mass communications information by communicating with a person in another language.
3. Label mass communications products in another language.
4. Write a summary of your mass communications presentation in another language.

P₅ CONDUCT A SCIENTIFIC RESEARCH ABOUT MASS COMMUNICATIONS

1. Describe a plant or animal in detail and its relation to mass communication structures (satellite dishes, cable TV or cell phone towers, etc.).
2. Demonstrate an understanding of water and energy production or use as described in different mass media.
3. Research a mass communications pollution or

disaster and the effects on plants, animals and people.

4. Understand the relation of human needs and the resultant effects of mass communications on the ecosystem.

P6 CONDUCT A SOCIAL STUDIES INVESTIGATION ABOUT MASS COMMUNICATIONS

1. Demonstrate knowledge of local, state, national and world laws governing mass communications.

2. Compare the way newspapers receive and present their information from the past to the present.

3. Identify the relation of world wide transportation to mass communications.

4. Create a 5 year analysis of the world wide web on a global basis.

P7 INVESTIGATE THE HEALTH ISSUES RELATED TO MASS COMMUNICATIONS

1. Investigate health standards related to working in a mass communications facility.

2. Demonstrate knowledge of safety procedures in a newspaper office or radio or TV station.

3. Describe how community health care agencies utilize mass communications when disaster strikes.

4. Investigate pollution issues related to mass communications.

P8 UNDERSTAND THE TECHNOLOGY APPLICATIONS WITH MASS COMMUNICATIONS

1. Produce effective and accurate multi media presentations about your mass communications research.

2. Create a CD ROM, Power Point presentation or world wide web site about mass communications.

3. Evaluate two or more technology tools used in mass communications.

4. Present a plan for improving technology use in mass communications.

P9 PRODUCE A CREATIVE EXPRESSION ABOUT MASS COMMUNICATIONS THROUGH ART, MUSIC OR DRAMA

1. Categorize art or music related to mass communications.

2. Compile an historical timeline of music related to mass communications.

3. Create a logo or brochure for a mass communications product, company or organization.

4. Analyze a video depicting information about mass communications.

P10 INVESTIGATE CAREERS ASSOCIATED WITH MASS COMMUNICATIONS

1. List the careers or jobs that pertain to mass communications.

2. Create a newspaper ad for employees for a mass communications related company or organization.

3. Compile a personal resume of your employability skills.

4. Investigate quality tools and personal responsibility necessary for mass communications careers.

P11 COMPLETE AN MASS COMMUNICATIONS RELATED COMMUNITY SERVICE

1. Complete a service project teaching students and adults how to use communications technology.

2. List the results and identify the persons or locations that have benefited from the work.

3. Create and distribute an evaluation form for a person or organization to complete.

4. Develop a plan for maintaining the project in the future.

P12 WRITE A REPORT ABOUT MASS COMMUNICATIONS

1. Use the complete and accurate form required for the task (e.g., title page and bibliography).

2. Use illustrations, graphs and charts to complement and explain the ideas in the text.

3. Use headings and subheading to represent the appropriate levels of organization and describe the

mass communications information adequately and accurately.

4. Produce an attractive, neat and easily read report that conveys all aspects of the mass communications project.

P13 MAKE AN MASS COMMUNICATIONS PRESENTATION FOR A JURY USING MULTI MEDIA TOOLS

1. Make a mass communications presentation using appropriate technology and multi media tools.

2. Exclude extraneous details.

3. Respond appropriately to questions from the jury or audience.

4. Modify presentation to reflect audience questions and interest.

Expert Content

P1 READ TO UNDERSTAND ABOUT MASS COMMUNICATIONS

1. Read multiple sources of information, such as books, reports, newspapers and the Internet, about the past, present and future of issues such as media censorship, equal time provisions, advertising, etc.

P2 CONDUCT A MATHEMATICAL ANALYSIS OF MASS COMMUNICATIONS

1. Create a mathematical analysis of one aspect of mass communications over time. This could be analyzing costs of cable TV service, Internet access, digital cameras, newspaper or magazine subscriptions, etc.

P3 CREATE MAPS, GRAPHS AND CHARTS ABOUT MASS COMMUNICATIONS

1. Demonstrate knowledge of satellite communications tracking stations in the world by drawing on a blank globe or creating a 3 dimensional world model or diorama.

P4 COMMUNICATE MASS COMMUNICATIONS INFORMATION IN ANOTHER LANGUAGE

1. Interview someone from another country, in their language, and record their response to mass communications related questions.

P5 CONDUCT A SCIENTIFIC RESEARCH ABOUT MASS COMMUNICATIONS

1. Survey a defined area of land that is represented in mass communications. Interpret the macro-ecological surrounding including possible pollution. Include a detailed description of the plants and animals affected.

P6 CONDUCT A SOCIAL STUDIES INVESTIGATION

ABOUT MASS COMMUNICATIONS

1. Conduct an economic examination of radio, TV, newspapers, or Internet use in a business, city, state or region over a 7 - 10 year time frame and present 3 scenarios for the future.

P7 INVESTIGATE THE HEALTH ISSUES RELATED TO MASS COMMUNICATIONS

1. Conduct a thorough analysis of the way health organizations such as the Red Cross communicate their needs through the media.

P8 UNDERSTAND THE TECHNOLOGY APPLICATIONS WITH MASS COMMUNICATIONS

1. Analyze three mass communications technologies that have evolved over time.

P9 PRODUCE A CREATIVE EXPRESSION ABOUT MASS COMMUNICATIONS THROUGH ART, MUSIC OR DRAMA

1. Create a work of art featuring one aspect of mass communications.

P10 INVESTIGATE CAREERS ASSOCIATED WITH MASS COMMUNICATIONS

1. Analyze 3 separate careers in a mass communications related industry and compare skills, educational requirements,

economic benefits, and geographic locales.

P₁₁ COMPLETE AN MASS COMMUNICATIONS RELATED COMMUNITY SERVICE

I. Volunteer to create a world wide web site for an organization in your community. Create advertising for the event, coordinate the service project, identify number of participants and report results.

P₁₂ WRITE A REPORT ABOUT MASS COMMUNICATIONS

I. Write a complete report with chapters describing research in each portfolio category, a table of contents, and a bibliography of books, periodicals, newspapers and Internet sites.

P₁₃ MAKE AN MASS COMMUNICATIONS PRESENTATION FOR A JURY USING MULTI MEDIA TOOLS

I. Present the mass communications project to a real or digital audience providing an opportunity for questions and responding with accurate answers. Post project on a world wide web site.

efgStandards

MASS COMMUNICATIONS *efgProject™ Portfolio*

This Chapter provides the content standards that can be applied to the “Mass Communications” Project to insure that students are learning necessary skills to increase achievement on standardized tests.

CONTINUOUS LEARNING RUBRICS IN I₃ CONTENT AREAS

P_{1.00} READING

Read up to date, real world information to understand all aspects of your “Mass Communications” Project.

P_{1.01}

Recognize, sound, spell and write “Mass Communications” words. Identify correct meaning of words and sentences.

P_{1.03}

Read literature, informative articles, biographies, autobiographies, historical documents, and folk tales appropriate describing “Mass Communications”.

P_{1.04}

Read from dictionaries, encyclopedias, atlases,

newspapers, periodicals, reports, resource books, annual reports and the Internet to gather specific “Mass Communications” information.

P_{1.05}

Identify main idea, important elements and sequence of events in books and documents.

P_{1.06}

Identify details and describe setting and characters.

P_{1.07}

Identify primary relationships such as cause and effect.

P_{1.08}

Summarize, compare and contrast items and draw conclusions from given facts.

P_{1.09}

Analyze motive, mood, point of view, conflicts and solutions.

P_{1.10}

Determine which ideas are accurate and complete. Distinguish fact from opinion.

P_{1.11}

Answer “Mass Communications” questions in a manner that is plausible, logical, clear and well-supported by evidence from the reading.

P1.12	Make connections to other works written about the same topic, by the same author, reporter, scientist, technician, or expert.	P2.08	Represent mathematical findings, data, and relationships in reasonable and effective ways.	P3.02	Constructs graphs, tables, charts and grids from given information.
P2.00 MATHEMATICS	Conduct real world math applications for your “Mass Communications” Project.	P2.09	Use tools appropriately to understand and communicate mathematical research.	P3.03	Analyze information and solve problems presented in graphic representation.
P2.01	Use numbers to count, and identify location.	P2.10	Solve a range of real world communication problems using multiple procedures/strategies.	P3.04	Explore communication ideas and issues, through graphics.
P2.02	Perform mathematical procedures efficiently, accurately, and completely.	P2.11	Analyze, draw conclusions, and make generalizations about your “Mass Communications” Project.	P3.05	Recognize apparently conflicting messages conveyed through graphical representations of a communication tool or network.
P2.03	Use whole numbers to add, subtract, multiply and divide.	P2.12	Solve problems related to “Mass Communications” manufacturing and distribution costs.	P3.06	Make judgment relative to most appropriate or legitimate representation.
P2.04	Understand and use fractions and decimals.	P3.00 MAPS/GRAPHS/CHARTS	Create geographic and graphical representations of “Mass Communications” details.	P3.07	Use graphics to present synthesized information, interpretations, and analyses.
P2.05	Understand money amounts and value.	P3.01	Read and interpret tables, graphs and charts that convey communication information.	P3.08	Use maps to locate specific places, understand current events, and research global issues.
P2.06	Measure length, weight, volume, area and temperature.			P3.09	Use and create communication product and population maps.
P2.07	Use mathematics to solve complex real-world problems.				

P3.10

Identify geographic communication connections between the U.S. and other countries.

P3.11

Demonstrate knowledge of world wide communication by drawing on a blank globe, creating a graph or chart, or building a 3 dimensional model or diorama.

P3.12

Make “Mass Communications” information explicit by using maps and graphics to portray specific information.

P4.00 WORLD LANGUAGE

Understand and communicate Mass Communications information in another language

P4.01

Recognize Mass Communications vocabulary words in another language.

P4.02

Identify locations in the world where different languages are spoken.

P4.03

Understand how language affects communication.

P4.04

Speak and write vocabulary words in another language.

P4.05

Follow simple directions in the language.

P4.06

Construct “Mass Communications” sentences in another language.

P4.07

Recognize “Mass Communications” vocabulary words in two or more languages.

P4.08

Speak and write vocabulary words in two or more languages.

P4.09

Construct sentences and paragraphs in two or more languages.

P4.10

Understand and answer questions in another language.

P4.011

Access information and communicate in person or on the internet in another language.

P4.12

Present your “Mass Communications” Project of a communications concept in another language.

P5.00 SCIENCE

Apply scientific research to your “Mass Communications” Project.

P5.01

Generate reasonable explanations of scientific applications in communication tools.

P5.02

Use scientific models to make sense of “Mass Communications” information.

P5.03

Interpret data and formulate hypotheses that are testable.

P5.04

Create justification appropriate to scientific research.

P5.05

Solve a range of science problems, in your “Mass Communications” Project, using a variety of strategies and procedures.

P5.06

Use scientific tools and technology to obtain up to date information about the latest communication tools.

P5.07

Display a depth of understanding of important scientific content in your “Mass Communications” research.

P5.08

Demonstrate the ability to survey a defined area of the world and determine the types of communication that are utilized.

P5.09

Describe a plant or animal in detail and highlight its connection to a method of communication, past or present.

P5.10

Demonstrate an understanding of sound and how it is used to communicate.

P5.11

Demonstrate a knowledge of communication networks and how they have changed over time.

P5.12

Understand the relation of human needs and the resultant effects on communication systems and the media.

P6.00 SOCIAL STUDIES

Apply social studies concepts to each “Mass Communications”.

P6.01

Identify and exhibit good citizenship, responsibility, and cooperation in the completion of the project.

P6.02

Identify and explain historical events in your “Mass Communication” Project.

P6.03

Explain goods and services and how they are produced, advertised, and obtained.

P6.04

Evaluate the influence of discoveries, inventions, and innovations in relation to your “Mass Communications” Project.

P6.05

Understand cultural diversity: families, schools, neighborhoods, cities and countries and how they impact the media.

P6.06

Identify the laws that pertain to people who work in communication companies or careers.

P6.07

Determine how news sources reflect fact and opinion.

P6.08

Conduct an economic examination of a business, city, state or region and how the media communicates this information to the people of the area.

P6.09

Demonstrate knowledge of local, state, national and world communication networks and systems.

P6.10

Understand the relationship between the past, present and future by thoroughly examining a communication tool, company, or person.

P6.11

Demonstrate knowledge of global interdependence by creating a ten year global analysis of a specific condition and how it was communicated to the world.

P6.12

Create a 10 year life plan that includes personal, physical, educational, occupational, and economic goals.

P7.00 HEALTH AND FITNESS

Incorporate all aspects of health and fitness appropriate for your “Mass Communications” Project.

P7.01

Understand the basic elements of good health.

P7.02	P7.10	P8.04
Explain how people communicate in a health emergency.	Describe health care agencies that use the mass media in the past and in the present.	Demonstrate basic operational skills for computers, the internet, digital equipment and other communication tools.
P7.03	P7.11	P8.05
Determine how the media promotes fitness.	Investigate the latest in communication advances for health care in your community.	Identify appropriate communication tools for accessing up to date information and solving complex problems.
P7.04	P7.12	P8.06
Demonstrate teamwork in the completion of your Project.	Identify how a recent health disaster has been communicated by the mass media and describe the results.	Demonstrate ability to present “Mass Communications” information using multi media tools and world wide web applications.
P7.05	P8.00 TECHNOLOGY	P8.07
Identify how health problems and disease are communicated both locally and globally.	Use all forms of technology tools to access, manage and communicate information.	Communicate with others using a variety of communication tools.
P7.06	P8.01	P8.08
Identify a time when immunizations and preventative health care were communicated by the mass media.	Recognize a range of technological tools and understand technological advances in your “Mass Communications” Project.	Obtain “Mass Communications” information using all forms of technology tools including the Internet.
P7.07	P8.02	P8.09
How would you use the media to calculate the cost of health care products and health insurance.	Understand the general purposes for a variety of technology tools.	Make appropriate and reasonable connections between technologies and communication.
P7.08	P8.03	P8.10
Identify locations in the world that are sources for medicines.	Identify appropriate technological tools for solving simple and routine communication problems.	Produce effective and accurate multi media presentations appropriate for a specific audience such as CD ROMS, DVD’s Power Point presentations and World Wide Web sites.
P7.09		
Understand environmental issues relation to health.		

P8.II

Evaluate and compare two or more communication tools or information networks in your “Mass Communications Project.”

P8.I2

Reflect upon current technology and communication tools and determine how new tools will improve communication and productivity in your “Mass Communications” Project.

P9.00 CREATIVE EXPRESSION

Use dance, visual art, graphic design, theater, film, or music to creatively present “Mass Communications” information.

P9.01

Research various creative expressions such as visual art, design music, dance, and theater in relation to your “Mass Communications” Project.

P9.02

Analyze, interpret, create or perform a particular work of art.

P9.03

Communicate significance of a work of art to an audience.

P9.04

Determine how family, community, and global artistic

representations are portrayed by the media.

P9.05

Investigate use creative expression to convey multiple and divergent perspectives of your “Mass Communications” Project.

P9.06

Research the historical perspective on the ways that art or creative expression have been portrayed in the mass media.

P9.07

Identify methods that music has been reported or distributed by the media or using communication tools.

P9.08

Use creative expression to portray “Mass Communications” digitally.

P9.09

Analyze the methods that cultures, story telling, music, visual arts, dance, drama, clothing or food preparation are communicated in the media.

P9.10

Investigate all aspects of an artistic organization and prepare a report / digital presentation of your research.

P9.11

Evaluate the role of creative expression in the world today.

P9.12

Describe the value and cost of using artistic renditions in local or regional communications.

P10.00 CAREER INVESTIGATION

Investigate and understand the careers associated with your “Mass Communications” Project.

P10.01

Investigate changes in careers over time.

P10.02

Identify the multiple careers associated with “Mass Communications”.

P10.03

Determine skills necessary for each career.

P10.04

Identify one career and research it in depth.

P10.05

Identify education necessary to obtain the skills for that particular career.

P10.06

Interview or “job shadow” various people in communication careers.

P10.07

Investigate global locations in relation to careers in your “Mass Communications” Project.

P10.08

Research economic benefits from various careers.

P10.09

Create a world wide web site or advertisement presenting a particular career.

P10.10

Create a chart logo, brochure or financial analysis of a communications company or industry.

P10.11

Create a personal resume of your employability skills.

P10.12

Understand total quality and the personal responsibility necessary for a career in communications.

P11.00 COMMUNITY SERVICE

Apply what you have learned in your “Mass Communications” Project by providing service to others or the community.

P11.01

Demonstrate understanding for the need for service.

P11.02

Identify various ways that people volunteer in your school.

P11.03

Determine various service options in your community.

P11.04

Identify a person in your school and provide assistance with their “Mass Communications” Project.

P11.05

Prepare a communication poster or document for a volunteer organization or a service club in the community.

P11.06

Develop goals for the service and a timeline to complete the assistance.

P11.07

Complete a service of short duration associated with your “Mass Communications” Project.

P11.08

Analyze the value of the service that was provided.

P11.09

Create, organize or provide a communication service for your school.

P11.10

List the results and identify the persons or locations that have benefited from the work.

P11.11

Create and distribute evaluation form for recipient or organization receiving the assistance.

P11.12

Communicate a list of service opportunities for the future.

P12.00 WRITTEN REPORT

Write about all aspects of your “Mass Communications” Project using real world information from multiple sources, including the Internet.

P12.01

Present a wide range of information about your research on “Mass Communications”.

P12.02

Include accurate information and the most important ideas about the “Mass Communications” Project.

P12.03

Use complete sentences, correct spelling, correct punctuation, appropriate capitalization.

P12.04

Compose meaningful text applying knowledge of grammar.

P12.05

Present information and relationships with explanations and supporting details that accurately describe your “Mass Communications” Project.

P12.06

Write unified and well-formed paragraphs that develop a piece of information.

P12.07

Use transitions from one subtopic to the next.

P12.08

Write a report using notes, interviews, pertinent data and multiple sources of information.

P12.09

Use the complete and accurate form required for the task. (e.g., title page and bibliography).

P12.10

Use illustrations, graphs and charts to complement and explain the ideas in the text.

P12.11

Use headings and subheading to represent the appropriate levels of organization and describe the contents adequately and accurately.

P12.12

Produce an attractive, neat and easily read report that conveys all aspects of your “Mass Communications” Project.

P13.00 PRESENTATION SKILLS

Present your “Mass Communications” work to a real or digital audience.

P13.01

Develop a presentation and topic that are appropriate for the audience.

P13.0

Organize a focused presentation.

P13.03

Deliver presentation smoothly without notes.

P13.04

Use appropriate vocal inflections and verbal expressions.

P13.05

Evoke interest and attentiveness from the audience.

P13.06

Demonstrate clear research from your “Mass Communications” Project.

P13.07

Include one or more areas of emphasis.

P13.08

Include all important information.

P13.09

Exclude extraneous details.

P13.10

Use appropriate technology and multi media tools to present information.

P13.11

Respond appropriately to questions.

P13.12

Modify “Mass Communications” presentation to reflect audience questions and interest.

All or some of these standards can be identified based upon student level of learning and the “Mass Communications” Project Content and Lessons. These all connect to state and national standards used on standardized measurements. They also promote student research,

problem solving, data analysis, record keeping, portfolio products and digital presentations. These are all real Life2Learning skills.

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