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| **Common Core Curriculum English Language Arts** | **National Business Education Standards** | **Crosswalk of Local School Curriculum** |
| **College & Career Readiness Standards** | **Performance Standards** | **Course:** |
| ***Reading:*** |  |  |
| 1. Reading closely to determine what the text says explicitly and to make logical inferences from it; cite specific evidence when writing or speaking to support conclusions drawn from text. | **COMMUNICATION**  **I. Foundations of Communication: Achievement Standard:** Communication in a clear, complete, concise, correct and courteous manner on personal and professional levels.  **C. Informational Reading**   * Interpret business messages, professional articles, and supporting graphic materials * Interpret information from manuals, computer printouts, and digital sources * Distinguish between literal and inferential statements   **D. Written Communication**   * Use a variety of references and resources (both printed and digital) when writing business documents | **History of Journalism**   * **Research and Discuss the First Newspapers in Our country** * **Research and Discuss Newspapers in Our Area**   **Laws and Ethics of Journalism**   * **Describe the Main Elements of the First Amendment** * **Define Prior Review and Prior Restraint and Discuss how they Apply to Student Publications** * **Read and Discuss the Journalist’s Creed** * **Describe and Recognize Irresponsible Journalism** * **Define Libel and Discuss Consequences** * **Analyze Ethics in Journalism** |
| 1. Determine central ideas or themes of a text and analyze their development; summarize the key supporting details and ideas. | **COMMUNICATION**  **I. Foundations of Communication: Achievement Standard:** Communication in a clear, complete, concise, correct and courteous manner on personal and professional levels.  **C. Informational Reading**   * Distinguish between literal and inferential statements | **History of Journalism**   * **Discuss the Emergence of Journalism in our Society** * **Research and Discuss the First Newspapers in Our country** * **Research and Discuss Newspapers in Our Area**   **Laws and Ethics of Journalism**   * **Describe the Main Elements of the First Amendment** * **Define Prior Review and Prior Restraint and Discuss how they Apply to Student Publications** * **Read and Discuss the Journalist’s Creed** * **Describe and Recognize Irresponsible Journalism** * **Define Libel and Discuss Consequences** * **Analyze Ethics in Journalism** |
| 1. Analyze in detail where, when, why, and how events, ideas, characters develop and interact over the course of a text. | **COMMUNICATION**  **III. Workplace Communications: Achievement Standard:** Incorporate appropriate leadership and supervision techniques, customer service strategies, and personal ethics standards to communicate effectively with various business constituents.  **A: Customer Relations**   * Analyze the impact of company policies and procedures on communication * List reasons why customers leave a company | **Laws and Ethics of Journalism**   * **Evaluate Situations That Require Tough Ethical Choices** * **Practice Making Ethical Choices and Debate Potential Outcomes** |
| 1. Interpret words and phrases as they are used in a text, including determining technical, connotative, and figurative meanings, and explain how specific word choices shape meaning or tone. | **COMMUNICATION**  **I. Foundations of Communication: Achievement Standard:** Communication in a clear, complete, concise, correct and courteous manner on personal and professional levels.  **C. Informational Reading**   * Use corporate vocabulary appropriate for entry level jobs * Interpret business messages, professional articles, and supporting graphic materials * Interpret information from manuals, computer printouts, and digital sources * Find information on the Internet and in business databases and select appropriate materials for reports and presentations * Use comprehensive business vocabulary * Explain career-specific terminology * Distinguish between literal and inferential statements * Discuss the intent of published misinformation, its impact on decision making, and its ethnical implications   **III. Workplace Communications: Achievement Standard:** Incorporate appropriate leadership and supervision techniques, customer service strategies, and personal ethics standards to communicate effectively with various business constituents.  **A: Customer Relations**   * Analyze the impact of company policies and procedures on communication   **E: Personal Ethics**   * Discuss misleading and missing information in business documents and the impact on business | **Writing for Publication and Precision Writing**   * **Definition of Precision Writing** * **Identify Ways to Make Your Writing More Precise** * **Compare & Contrast Well-Written and Poorly-Constructed Sentences**   **Feature Story Writing**   * **Practice Writing News Stories** * **Practice Writing Feature Stories**   **Sports Story Writing**   * **Practice Writing Sports Stories**   **Other Forms of Writing**   * **Practice Writing Press Releases** * **Practice Writing Consumer Reviews**   **Editorials and Columns**   * **Create and Editorial or Letter to the Editor for Publication** |
| 1. Analyze the structure of text, including how specific sentences, paragraphs, and larger portions of the text (e.g., a section or chapter) relate to each other and the whole. | **COMMUNICATION**  **I. Foundations of Communication: Achievement Standard:** Communication in a clear, complete, concise, correct and courteous manner on personal and professional levels.  **C. Informational Reading**   * Identify misinformation published in both print and digital formats * Interpret business messages, professional articles, and supporting graphic materials * Interpret information from manuals, computer printouts, and digital sources * Analyze and synthesize information from published sources for group discussions and team-building activities   **D. Written Communication**   * Identify factors affecting the readability of text | **News and Information Gathering**   * **Identify the Elements of a News Story and the Difference Between Hard and Soft News Stories**   **Writing for Publication and Precision Writing**   * **Examine the Inverted Pyramid Style of News Writing** * **Examine the Parts of a News Story** * **Discuss Who, What, Where, When, Why, and How as they Apply to News Writing**   **Interviewing**   * **Discuss how to Handle Quotes** |
| 1. Assess how point of view or purpose shapes the content and style of a text. | **COMMUNICATION**  **I. Foundations of Communication: Achievement Standard:** Communication in a clear, complete, concise, correct and courteous manner on personal and professional levels.  **D. Written Communication**   * Identify factors affecting the readability of text | **Editorials and Columns**   * **Examine Some Essential Elements of Effective Editorials** * **Create and Editorial or Letter to the Editor for Publication**   **Other Forms of Writing**   * **Discuss the Elements of a Consumer Review** * **Practice Writing Consumer Reviews**   **Feature Story Writing**   * **Compare and Contract a News Story with a Feature Story** * **Practice Writing News Stories** * **Practice Writing Feature Stories** |
| 1. Synthesize and apply information presented in diverse ways (e.g., through words, images, graphs, and video) in print and digital sources in order to answer questions, solve problems, or compare modes of presentation. | **COMMUNICATION**  **I. Foundations of Communication: Achievement Standard:** Communication in a clear, complete, concise, correct and courteous manner on personal and professional levels.  **C. Informational Reading**   * Interpret business messages, professional articles, and supporting graphic materials * Interpret information from manuals, computer printouts, and digital sources * Find information on the Internet and in business databases and select appropriate materials for reports and presentations * Analyze and synthesize information from published sources for group discussions and team-building activities | **Design**   * **Identify and Analyze the Essential Elements of Newspaper Design** * **Compare & Contract Information Presented in Text and Graphic Formats** * **Evaluate the Differences Between a School Newspaper and a National Newspaper** |
| 1. Delineate and evaluate the reasoning and rhetoric within a text, including assessing whether the evidence provided is relevant and sufficient to support the text’s claim. | **COMMUNICATION**  **I. Foundations of Communication: Achievement Standard:** Communication in a clear, complete, concise, correct and courteous manner on personal and professional levels.  **C. Informational Reading**   * Evaluate the quality and reliability of source information * Discuss the intent of published misinformation, its impact on decision making, and its ethical implications | **Editorials and Columns**   * **Examine Some Essential Elements of Effective Editorials** |

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| 1. Analyze how two or more texts address similar themes or topics in order to build knowledge or to compare the approaches the authors take. | **COMMUNICATION**  **I. Foundations of Communication: Achievement Standard:** Communication in a clear, complete, concise, correct and courteous manner on personal and professional levels.  **C. Informational Reading**   * Analyze and synthesize information from published sources for group discussions and team-building activities   **III. Workplace Communications: Achievement Standard:** Incorporate appropriate leadership and supervision techniques, customer service strategies, and personal ethics standards to communicate effectively with various business constituents.  **A: Customer Relations**   * Define corporate culture * Compare and contrast the corporate cultures of diverse organizations   **CAREER DEVELOPMENT**  **IV. Career Strategy: Achievement Standard:** Apply knowledge gained from individual assessment to a comprehensive set of goals and an individual career plain.  **B. Short And Long-Term Career Goals**   * Compare advantages and disadvantages of various programs utilized to attain career goals (e.g., secondary and postsecondary education, distance learning, and employer-provided training) | **News and Information Gathering**   * **Identify the Elements of a News Story and the Difference Between Hard and Soft News Stories** * **Identify and Apply News Determinants: Timeliness, Prominence, Proximity** * **Consequence, Human Interest (Oddity, Conflict, Emotion)** * **Identify Other Factors Affecting News Value** * **Apply News Judgment to Local Situations** |
| 1. Read complex texts independently, proficiently, and fluently, sustaining concentration, monitoring comprehension, and when useful, rereading. | **COMMUNICATION**  **I. Foundations of Communication: Achievement Standard:** Communication in a clear, complete, concise, correct and courteous manner on personal and professional levels.  **C. Informational Reading**   * Select an appropriate reading method (e.g., skimming, scanning, speed-reading, and in-depth reading) for a particular situation | **Research** |

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| **Common Core Curriculum English Language Arts** | **National Business Education Standards** | **Crosswalk of Local School Curriculum** |
| **College & Career Readiness Standards** | **Performance Standards** | **Course:** |
| ***Writing:*** |  |  |
| 1. Write arguments to support a substantive claim with clear reasons and relevant and sufficient evidence. | **COMMUNICATION**  **I. Foundations of Communication: Achievement Standard:** Communication in a clear, complete, concise, correct and courteous manner on personal and professional levels.  **D: Written Communication**   * Use language that is free of bias, such as bias related to gender, race, age, religion, physical challenges, and sexual orientation * Compose appropriate messages for specific audiences * Compose messages that promote positive human relations * Analyze routine business problems both individually and collaboratively and respond in print and digital message form * Prepare industry-specific technical reports incorporating graphics * Analyze and respond to complex business case studies   **III. Workplace Communications: Achievement Standard:** Incorporate appropriate leadership and supervision techniques, customer service strategies, and personal ethics standards to communicate effectively with various business constituents.  **B: Business Relationships**   * Analyze and respond to business case studies involving office politics | **Editorials and Columns**   * **Examine Some Essential Elements of Effective Editorials** * **Create and Editorial or Letter to the Editor for Publication**   **Other Forms of Writing**   * **Discuss the Elements of a Consumer Review** * **Practice Writing Consumer Reviews** |
| 1. Write informative/explanatory texts to convey complex information clearly and accurately through purposeful selection and organization of content. | **COMMUNICATION**  **I. Foundations of Communication: Achievement Standard:** Communication in a clear, complete, concise, correct and courteous manner on personal and professional levels.  **D: Written Communication**   * Use language that is free of bias, such as bias related to gender, race, age, religion, physical challenges, and sexual orientation * Compose appropriate messages for specific audiences * Compose messages that promote positive human relations * Analyze routine business problems both individually and collaboratively and respond in print and digital message form * Compose and produce a variety of business messages, and reports using correct style, format, and context * Compose and produce executive summaries * Prepare industry-specific technical reports incorporating graphics   **III. Workplace Communications: Achievement Standard:** Incorporate appropriate leadership and supervision techniques, customer service strategies, and personal ethics standards to communicate effectively with various business constituents.  **B: Business Relationships**   * Write personal notes to business colleagues in special circumstances (to express congratulations, sympathy, and appreciation)   **F: Employment Communication**   * Write a formal application message, resume, and follow-up message for a job opportunity   **CAREER DEVELOPMENT**  **III. Workplace Expectations: Achievement Standard:** Relate the importance of workplace expectations to career development.  **D. Workplace Communication Skills**   * Create and interpret technical writing samples | **Captions and Headlines**   * **Identify the Essential Elements of an Effective Caption** * **Examine Tips for Writing Effective Headlines** * **Practice Writing Headlines** * **Practice Writing Captions** |
| 1. Write narratives to convey real or imagined experiences, individuals, or events and how they develop over time. | **COMMUNICATION**  **I. Foundations of Communication: Achievement Standard:** Communication in a clear, complete, concise, correct and courteous manner on personal and professional levels.  **D: Written Communication**   * Compose appropriate messages for specific audiences | **Photojournalism**   * **Understand How to Tell a Story Visually in Multimedia** |
| 1. Produce writing in which the organization, development, substance, and style are appropriate to task, purpose, and audience. | **COMMUNICATION**  **I. Foundations of Communication: Achievement Standard:** Communication in a clear, complete, concise, correct and courteous manner on personal and professional levels.  **D: Written Communication**   * Identify factors affecting the readability of text * Use acceptable steps in the writing process * Apply a variety of specific proofreading techniques to identify and correct errors * Proofread business documents to ensure that they are clear, correct, concise, complete, consistent, and courteous * Use the direct or indirect approach correctly in context * Compose business documents that reflect cultural differences and incorporate current practice and protocol * Use language that is free of bias, such as bias related to gender, race, age, religion, physical challenges, and sexual orientation * Compose and produce a variety of business messages and reports using correct style, format, and context * Analyze and respond to complex business case studies * Research, analyze, and prepare collaboratively a spoken, written, and digital response to a complex business project * Compose and produce executive summaries   **III. Workplace Communications: Achievement Standard:** Incorporate appropriate leadership and supervision techniques, customer service strategies, and personal ethics standards to communicate effectively with various business constituents.  **A: Customer Relations**   * Employ appropriate strategies for communicating with dissatisfied customers in face-to-face discussions, through digital means, and in writing   **F: Employment Communication**   * Write a formal application message, resume, and follow-up message for a job opportunity * Prepare resumes in both print and digital formats * Complete job application forms * Write a job interview thank-you message * Write a job acceptance message   **IV. Technological Communication: Achievement Standard:** Use technology to enhance the effectiveness of communication.   * Evaluate messages and select the appropriate technology for transmitting them   **CAREER DEVELOPMENT**  **V. School-To-Career Transition: Achievement Standard:** Develop strategies to make an effective transition from school to career.  **B. Career Development File And Employment Portfolio**   * Prepare paper and electronic resumes and cover letters * Assemble a career management file for use in lifelong career activities that includes transcripts, diplomas, certificates, licenses, forms of identification, and educational and employment history information * Develop a career portfolio of items including resumes, sample cover letters, letters of recommendation, examples of work and technical skills, awards, and documentation of extracurricular activities and community service activities * Use evolving technologies to enhance the career portfolio | **Captions and Headlines**   * **Practice Writing Headlines** * **Practice Writing Captions**   **Writing for Publication and Precision Writing**   * **Examine the Inverted Pyramid Style of News Writing** * **Examine the Parts of a News Story** * **Discuss Who, What, Where, When, Why, and How as they Apply to News Writing** * **Definition of Precision Writing** * **Identify Ways to Make Your Writing More Precise** * **Compare & Contrast Well-Written and Poorly-Constructed Sentences**   **Feature Story Writing**   * **Identify the Key Elements of a Feature Story** * **Compare and Contrast a News Story with a Feature Story** * **Practice Writing News Stories** * **Practice Writing Feature Stories**   **Sports Story Writing**   * **Identify the Purpose and Elements of Sports Stories** * **Examine the Various Features of the Sports Section** * **Practice Writing Sports Stories**   **Other Forms of Writing**   * **Examine the Elements of a Press Release** * **Discuss the Elements of a Consumer Review** * **Practice Writing Press Releases** * **Practice Writing Consumer Reviews**   **Editorials and Columns**   * **Define the Role Editorials Play in Journalism** * **Examine Some Essential Elements of Effective Editorials** * **Create and Editorial or Letter to the Editor for Publication** |
| 1. Strengthen writing as needed by planning, revising, editing, rewriting, or trying a new approach. | **COMMUNICATION**  **I. Foundations of Communication: Achievement Standard:** Communication in a clear, complete, concise, correct and courteous manner on personal and professional levels.  **D: Written Communication**   * Use acceptable steps in the writing process * Apply a variety of specific proofreading techniques to identify and correct errors * Compare drafts to final documents and make editorial changes * Proofread business documents to ensure that they are clear, correct, concise, complete, consistent, and courteous * Prepare formal and informal reports using suitable form and supplementing with appropriate graphics * Edit business documents to improve content and effectiveness   **IV. Technological Communication: Achievement Standard:** Use technology to enhance the effectiveness of communication.   * Enhance documents through the use of advanced layout, design, and graphics production software and scanning software * Address the ethical issues regarding ownership and use of digitally generated information including plagiarism and copyright issues * Incorporate the use of the Internet to complete complex projects requiring the use of competitive intelligence techniques (research on competition, markets, and customer attitudes) * Collaborate with students and business professionals via the Internet to acquire needed expertise to solve specific business problems   **CAREER DEVELOPMENT**  **IV. Career Strategy: Achievement Standard:** Apply knowledge gained from individual assessment to a comprehensive set of goals and an individual career plain.  **C. Individual Career Plan**   * Revise and update the career plan | **Captions and Headlines**   * **Identify the Essential Elements of an Effective Caption** * **Practice Writing Headlines** * **Practice Writing Captions**   **Writing for Publication and Precision Writing**   * **Identify Ways to Make Your Writing More Precise** * **Compare & Contrast Well-Written and Poorly-Constructed Sentences** * **Practice Drafting and Editing Articles** * **Demonstrate Good Copy Editing Skills** * **Recognize the Elements of Good Journalistic Writing and Editing**   **Design**   * **Apply Associate Press Stylebook to the School Newspaper** |
| 1. Use technology, including the Internet, to produce, publish, and interact with others about writing. | **COMMUNICATION**  **I. Foundations of Communication: Achievement Standard:** Communication in a clear, complete, concise, correct and courteous manner on personal and professional levels.  **D: Written Communication**   * Prepare formal and informal reports using suitable form and supplementing with appropriate graphics * Produce industry specific technical reports incorporating graphics * Research, analyze, and prepare collaboratively spoken, written, and digital response to a complex business project * Use a variety of references and resources (both printed and digital) when writing business documents * Organize and promptly respond to digital messages such as e-mail, text, and instant messages. * Prepare industry-specific technical reports incorporating graphics   **III. Workplace Communications: Achievement Standard:** Incorporate appropriate leadership and supervision techniques, customer service strategies, and personal ethics standards to communicate effectively with various business constituents.  **A: Customer Relations**   * Employ strategies for communicating with dissatisfied customers in face-to-face discussions, through digital means, and in writing * Analyze situations in which technology can positively and negatively impact customer service * Discuss the advantages and disadvantages of working from somewhere other than the traditional workplace * Discuss the importance of the use of phone and digital devices as customer service tools * Employ appropriate strategies for communicating with dissatisfied customers in face-to-face discussions, through digital means, and in writing   **F: Employment Communication**   * Prepare resumes in both print and digital formats * Post a resume on a digital network * Complete job application forms * Write a job interview thank-you message * Write a job acceptance message * Use the Internet to research the job market and specific potential employers * Use and established network of professionals to assist in a job search   **IV. Technological Communication: Achievement Standard:** Use technology to enhance the effectiveness of communication.   * Use digital messaging technologies * Compose and evaluate formal and informal digital correspondence * Demonstrate ability to use voice input and voice recognition tools * Discuss appropriate and safe online behavior * Address the ethical issues regarding ownership and use of digitally generated information including plagiarism and copyright issues * Design and publish an effective web page * Create and edit with audio and video documents * Incorporate the use of the Internet to complete complex projects requiring the use of competitive intelligence techniques (research on competition, markets, and customer attitudes) * Collaborate with students and business professionals via the Internet to acquire needed expertise to solve specific business problems * Use asynchronous (different time, different place) and synchronous (same time, different place) collaboration tools, such as discussion boards, portals, blogs, and wikis to facilitate group work * Identify techniques to protect confidential messages that are transmitted digitally * Create and deliver digital conferencing and presentations * Use Wi-Fi technology securely * Use bluetooth technology * Demonstrate the ability to use video broadcasting * Compose, deliver, and publish podcasts   **CAREER DEVELOPMENT**  **V. School-To-Career Transition: Achievement Standard:** Develop strategies to make an effective transition from school to career.  **B. Career Development File And Employment Portfolio**   * Prepare paper and electronic resumes and cover letters * Assemble a career management file for use in lifelong career activities that includes transcripts, diplomas, certificates, licenses, forms of identification, and educational and employment history information * Develop a career portfolio of items including resumes, sample cover letters, letters of recommendation, examples of work and technical skills, awards, and documentation of extracurricular activities and community service activities * Use evolving technologies to enhance the career portfolio   **C. Job Search Strategies**   * Demonstrate the ability to prepare and transit electronic resumes and cover letters that meet business standards * Create a personal Web site for the presentation of the career portfolio * Demonstrate the ability to complete an online job application accurately | **Publishing a Yearbook**   * **Create: Production, Reporting, Writing, Headlines, Captions, Editing, Photography, Typography, Design, Graphics** * **Sell & Distribute: Finance, Yearbook Campaign, Advertising, Distribution** |
| 1. Perform short, focused research projects as well as more sustained research in response to a focused research question, demonstrating understanding of the material under investigation. | **COMMUNICATION**  **I. Foundations of Communication: Achievement Standard:** Communication in a clear, complete, concise, correct and courteous manner on personal and professional levels.  **D: Written Communication**   * Prepare formal and informal reports using suitable form and supplementing with appropriate graphics * Compose and produce a variety of business messages, and reports using correct style, format, and context * Produce industry specific technical reports incorporating graphics * Research, analyze, and prepare collaboratively spoken, written, and digital response to a complex business project * Incorporate information that has been gathered from other sources into written documents by the use of paraphrasing and citations   **III. Workplace Communications: Achievement Standard:** Incorporate appropriate leadership and supervision techniques, customer service strategies, and personal ethics standards to communicate effectively with various business constituents.  **F: Employment Communication**   * Use the Internet to research the job market and specific potential employers | **Research** |
| 1. Gather relevant information from multiple print and digital sources, assess the credibility and accuracy of each source, and integrate and cite the information while avoiding plagiarism. | **COMMUNICATION**  **I. Foundations of Communication: Achievement Standard:** Communication in a clear, complete, concise, correct and courteous manner on personal and professional levels.  **C: Informational Reading**   * Find information on the Internet and in business databases and select appropriate materials for reports and presentations * Identify misinformation published in both print and digital formats * Evaluate the quality and reliability of source information * Discuss the intent of published misinformation, its impact on decision making, and its ethnical implications   **D: Written Communication**   * Use a variety of references and resources (both print and digital) when writing business documents * Incorporate information that has been gathered from other sources into written documents by the use of paraphrasing and citations * Research, analyze, and prepare collaboratively spoken, written, and digital response to a complex business project   **III. Workplace Communications: Achievement Standard:** Incorporate appropriate leadership and supervision techniques, customer service strategies, and personal ethics standards to communicate effectively with various business constituents.  **B: Business Relationships**   * Demonstrate knowledge of legalities related to using e-mail and other digital technologies in a business environment   **IV. Technological Communication: Achievement Standard:** Use technology to enhance the effectiveness of communication.   * Address the ethical issues regarding ownership and use of digitally generated information including plagiarism and copyright issues * Incorporate the use of the Internet to complete complex projects requiring the use of competitive intelligence techniques (research on competition, markets, and customer attitudes) * Collaborate with students and business professionals via the Internet to acquire needed expertise to solve specific business problems | **Research** |
| 1. Write in response to literary or informational sources, drawing evidence from the text to support analysis and reflection as well as to describe what they have learned. | **I. Foundations of Communication: Achievement Standard:** Communication in a clear, complete, concise, correct and courteous manner on personal and professional levels.  **D: Written Communication**   * Use a variety of references and resources (both print and digital) when writing business documents * Incorporate information that has been gathered from other sources into written documents by the use of paraphrasing and citations * Produce industry specific technical reports incorporating graphics * Analyze and respond to complex business case studies * Research, analyze, and prepare collaboratively spoken, written, and digital response to a complex business project | **Research** |
| 1. Write routinely over extended time frames (time for research, reflection, and revision) and shorter time frames (a single sitting or a day or two) for a range of tasks, purposes, and audiences. | **I. Foundations of Communication: Achievement Standard:** Communication in a clear, complete, concise, correct and courteous manner on personal and professional levels.  **D: Written Communication**   * Organize and promptly respond to digital messages such as e-mail, text, and instant messages * Analyze and respond to complex business case studies * Compose and produce executive summaries * Analyze and respond to ethical decision-making case studies   **III. Workplace Communications: Achievement Standard:** Incorporate appropriate leadership and supervision techniques, customer service strategies, and personal ethics standards to communicate effectively with various business constituents.  **F: Employment Communication**   * Prepare responses to commonly asked interview questions * Prepare a list of questions to ask an interviewer * Prepare a list of common mistakes made by interviewees | **Captions and Headlines**   * **Practice Writing Headlines** * **Practice Writing Captions**   **Feature Story Writing**   * **Practice Writing News Stories** * **Practice Writing Feature Stories** |

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| **Common Core Curriculum English Language Arts** | **National Business Education Standards** | **Crosswalk of Local School Curriculum** |
| **College & Career Readiness Standards** | **Performance Standards** | **Course:** |
| ***Speaking and Listening:*** |  |  |
| 1. Participate effectively in a range of interactions (on-on-one and in groups), exchanging information to advance a discussion and to build on the input of others. | **COMMUNICATION**  **I. Foundations of Communication: Achievement Standard:** Communication in a clear, complete, concise, correct and courteous manner on personal and professional levels.  **A: Social and Business Listening**   * Listen discriminately to separate fact from fiction * Assess and respond to a speaker’s nonverbal messages * Identify and overcome major barriers to listening * Discuss the value of silence in communication as a nonverbal cue * Direct courteous attention to multiple speakers within a group * Give examples of how nonverbal messages have different meanings in various cultures * Listen objectively and record major points of a speaker’s message   **B: Spoken Communication**   * Demonstrate an awareness and acceptance of multicultural and regional speech differences * Organize and lead discussions * Preside at meetings * Interact effectively with people from various cultural, ethnic, and racial backgrounds by using culturally sensitive language * Function as a team member to identify and solve several problems inherent in a capstone project * Handle both friendly and hostile questions effectively in formal and informal situations * Present the findings of capstone projects in a formal individual or team presentation using appropriate graphics, media, and support materials * Serve effectively as interviewer or interviewee in employment, public relations, civic, media, and community situations   **II. Societal Communication: Achievement Standard:** Apply basic societal communication skills in both personal and professional settings.  **A. Positive Self-Concept and Image**   * Exhibit professional and ethical behavior in a work environment * Participate in school, community, and/or volunteer activities and assume leadership roles when appropriate * Apply team skills in a business environment   **B. Human Relations and Interpersonal Skills**   * Apply the principles of group dynamics in structured activities   **III. Workplace Communications: Achievement Standard:** Incorporate appropriate leadership and supervision techniques, customer service strategies, and personal ethics standards to communicate effectively with various business constituents.  **A: Customer Relations**   * Describe strategies for establishing reciprocal relationships with customers * Discuss the use of customer profiles * Discuss the importance of the use of phone and digital services as customer service tools * Discuss the concept of a comprehensive customer service philosophy * Discuss the advantages and disadvantages of working from somewhere other than the traditional workplace   **B: Business Relationships**   * Discuss the concept that all organizations are political entities because they distribute power, resources, and rewards * Discuss the role that courtesy and gratitude play in a business * Discuss sexual harassment and its implications in the workplace * Discuss the positive and negative aspects of the “grapevine” * Participate in group discussions for problem resolution * Assess an audience in a social situation and select conversation and behavior accordingly * Show interest in and support for the ideas of others * Promote and gain acceptance of one’s ideas and retain credit for them * Show interest in and support for the ideas of others * Discuss employing ethical political strategies to achieve goals and advance careers * Discuss how political strategies can be influenced by personal agendas * Discuss the potential relationship between nonverbal cues and political posturing * Discuss the ramifications of social behavior on professional image   **C: Leadership**   * Identify and discuss various motivational theories * Demonstrate the ability to involve all participants in a meeting, including those participating virtually * Demonstrate effective consensus-building techniques * Plan, organize, and conduct meetings to achieve identified purposes * Describe the importance of preparing and distributing an agenda prior to the meeting * Demonstrate proper parliamentary procedures * Seek opportunities to practice leadership techniques * Demonstrate skills in leading an idea-generating session * Use appropriate leadership language that includes optimism, encouragement, and action * Demonstrate the skills necessary for leading a group in goal-setting activities * Develop a strategic plan that incorporates mission, goals, and objectives * Discuss leadership qualities (trustworthiness, ethical behavior, tact, courtesy, and positive attitude) and their importance in one’s personal development * Discuss behavior alteration techniques * Discuss reward and punishment theories as they relate to the business setting   **D: Supervisory Communication**   * Supervise a group activity promoting team-building concepts * Use delegation techniques * Discuss the importance of listening to subordinates and peers * Discuss basic concepts of negotiations * Discuss supervision as a process for reaching goals through the use of human resources, technology, and material resources * Use techniques to provide appropriate feedback * Discuss the impact of legislation (American with Disabilities Act and family Medical Leave Act) on employment practices * Discuss the concept that power is a trust and responsibility   **F: Employment Communication**   * Participate in and analyze mock interview emphasizing critical times at the beginning and the end of an interview   **CAREER DEVELOPMENT**  **III. Workplace Expectations: Achievement Standard:** Relate the importance of workplace expectations to career development.  **B. Workplace Relationships**   * Demonstrate the ability to use assertive behavior in work relationships * Identify techniques for encouraging others to enhance their performance   **V. School-To-Career Transition: Achievement Standard:** Develop strategies to make an effective transition from school to career.  **B. Career Development File And Employment Portfolio**   * Present the career portfolio | **Interviewing**   * **Describe the Role of Interviews in Journalism** * **Understand the Importance of Interviewing and How to Choose the Right Sources** * **Define the Three Types of Unnamed Sources and Explain how to Treat Information from Unnamed Sources** * **Compare & Contrast Interview Techniques** * **Prepare a Set of Interview Questions** * **Discuss how to Handle Quotes** |
| 1. Integrate and evaluate information from multiple oral, visual, or multimodal sources in order to answer questions, solve problems, or build knowledge. | **COMMUNICATION**  **I. Foundations of Communication: Achievement Standard:** Communication in a clear, complete, concise, correct and courteous manner on personal and professional levels.  **A: Social and Business Listening**   * Listen discriminately to separate fact from opinion * Direct courteous attention to multiple speakers within a group * Listen objectively and record major points of a speaker’s message * Synthesize information from multiple speakers in a group and respond in an effective manner * Demonstrate a command of interactive listening techniques in a variety of settings, such as electronic meetings and video conferencing   **B: Spoken Communication**   * Use technology appropriately to enhance spoken presentations * Handle both friendly and hostile questions effectively in formal and informal situations * Function as a team member to identify and solve several problems inherent in a capstone project   **III. Workplace Communications: Achievement Standard:** Incorporate appropriate leadership and supervision techniques, customer service strategies, and personal ethics standards to communicate effectively with various business constituents.  **A: Customer Relations**   * Employ strategies for communicating with dissatisfied customers in face-to-face discussions, through digital means, and in writing * Discuss the use of customer profiles   **B: Business Relationships**   * Participate in group discussions for problem resolution * Show interest in and support for the ideas of others   **CAREER DEVELOPMENT**  **V. School-To-Career Transition: Achievement Standard: Develop strategies to make an effective transition from school to career.**  **B. Career Development File And Employment Portfolio**   * Present the career portfolio | **Interviewing**   * **Discuss how to Handle Quotes** |
| 1. Evaluate the speaker’s point of view, reasoning, and use of evidence and rhetoric. | **I. Foundations of Communication: Achievement Standard:** Communication in a clear, complete, concise, correct and courteous manner on personal and professional levels.  **A: Social and Business Listening**   * Listen discriminately to separate fact from opinion * Evaluate media and spoken presentations analytically and critically * Assess and respond to a speaker's nonverbal messages * Identify and overcome major barriers to listening * Direct courteous attention to multiple speakers within a group * Give examples of how nonverbal messages have different meanings in various cultures   **III. Workplace Communications: Achievement Standard:** Incorporate appropriate leadership and supervision techniques, customer service strategies, and personal ethics standards to communicate effectively with various business constituents.  **B: Business Relationships**   * Participate in group discussions for problem resolution * Discuss the potential relationship between nonverbal cues and political posturing * Use assertiveness to overcome feelings of intimidation * Analyze and discuss biased communication (age, race, religion, sexual orientation, physically challenged, and sexual harassment) cases that have become legal precedents   **C: Leadership**   * Assess the impact of physical environment on meeting success * Assess the impact of technology on meeting success * Determine the wants, needs, and motives of an audience to identify a motivational strategy   **D: Supervisory Communication**   * Discuss the importance of listening to subordinates and peers   **E: Personal Ethics**   * Discuss the importance of taking responsibility for all spoken and written communication and actions taken   **F: Employment Communication**   * Participate in and analyze mock interview emphasizing critical times at the beginning and the end of an interview * Discuss illegal and discriminatory interview questions * Discuss the significance of nonverbal communication in the interviewing process * Discuss appropriate spoken and written actions when leaving a job under various circumstances (e.g., resignation and termination) | **Editorials and Columns**   * **Examine Some Essential Elements of Effective Editorials** |
| 1. Present information, evidence, and reasoning in a clear and well-structured way appropriate to purpose and audience. | **COMMUNICATION**  **I. Foundations of Communication: Achievement Standard:** Communication in a clear, complete, concise, correct and courteous manner on personal and professional levels.  **A: Social and Business Listening**   * Synthesize information from multiple speakers in a group and respond in an effective manner   **B: Spoken Communication**   * Demonstrate an awareness and acceptance of multicultural and regional speech differences * Organize and lead discussions * Preside at meetings * Discuss the preliminary steps involved in creating spoken presentations. * Use proper techniques when delivering a formal spoken presentation * Deliver extemporaneous and planned speeches with confidence * Handle both friendly and hostile questions effectively in formal and informal situations * Demonstrate ability to speak persuasively for a specific cause   **II. Societal Communication: Achievement Standard:** Apply basic societal communication skills in both personal and professional settings.  **A. Positive Self-Concept and Image**   * Demonstrate an understanding of and respect for the business customs and etiquette of various cultures   **C. Leadership**   * Plan, organize, and conduct meetings to achieve identified purposes   **III. Workplace Communication: Achievement Standard:** Incorporate appropriate leadership and supervision techniques, customer service strategies, and personal ethics standards to communicate effectively with various business constituencies.  **A. Customer Relations**   * Differentiate between internal and external customers * Employ appropriate strategies for communicating with dissatisfied customers in face-to-face discussions, through digital means, and in writing   **B: Business Relationships**   * Assess an audience in a social situation and select conversation and behavior accordingly * Use the "grapevine" effectively * Promote and gain acceptance of one's ideas and retain credit for them   **C: Leadership**   * Assess the impact of technology on meeting success * Use appropriate leadership language that includes optimism, encouragement, and action * Assume a leadership posture that incorporates confidence, assurance, and conviction   **F. Employment Communication**   * Discuss appropriate spoken and written actions when leaving a job under various circumstances (e.g., resignation and termination) * Discuss the importance and purposes of an exit interview * Participate in a variety of interview rehearsals, both as an interviewer and as an interviewee * Demonstrate effective salary negotiation strategies including a comparison of nonsalary benefits (e.g., insurance and 401K plan)   **CAREER DEVELOPMENT**  **III. Workplace Expectations:** Achievement Standard: Relate the importance of workplace expectations to career development.  **D. Workplace Communication Skills**   * Develop effective oral communication skills that include listening, active listening, and nonverbal skills | **Editorials and Columns**   * **Create and Editorial or Letter to the Editor for Publication** |
| 1. Make strategic use of digital media and visual displays to express information and enhance understanding. | **COMMUNICATION**  **I. Foundations of Communication: Achievement Standard:** Communication in a clear, complete, concise, correct and courteous manner on personal and professional levels.  **A: Social and Business Listening**   * Demonstrate a command of interactive listening techniques in a variety of settings, such as electronic meetings and video conferencing   **B: Spoken Communication**   * Use technology appropriately to enhance spoken presentations * Present the findings of capstone projects in a formal individual and team presentation using appropriate graphics, media, and support materials   **D: Written Communication**   * Research, analyze, and prepare collaboratively a spoken, written, and digital response to a complex business project   **III. Workplace Communications: Achievement Standard:** Incorporate appropriate leadership and supervision techniques, customer service strategies, and personal ethics standards to communicate effectively with various business constituents.  **A: Customer Relations**   * Discuss the importance of the use of phone and digital devices as customer service tools * Employ appropriate strategies for communicating with dissatisfied customers in face-to-face discussions, through digital means, and in writing   **B: Business Relationships**   * Demonstrate knowledge of legalities related to using e-mail and other digital technologies in a business environment   **C: Leadership**   * Assess the impact of technology on meeting success * Demonstrate the ability to involve all participants in a meeting, including those participating virtually   **CAREER DEVELOPMENT**  **III. Workplace Expectations: Achievement Standard:** Relate the importance of workplace expectations to career development.  **D. Workplace Communication Skills**   * Demonstrate appropriate telephone and e-mail etiquette   **F. Virtual Work Environment**   * Determine the appropriate mode of communication (e.g., print, electronic, face-to-face) for various workplace communications | **Photojournalism**   * **Understand How to Tell a Story Visually in Multimedia**   **Multimedia**   * **Create Multimedia Features**   **Publishing a Yearbook**   * **Create: Production, Reporting, Writing, Healdines, Captions, Editing, Photography, Typography, Design, Graphics** |
| 1. Adapt speech to a variety of context and communicative tasks, demonstrating a command of formal English when indicated or appropriate. | **COMMUNICATION**  **I. Foundations of Communication: Achievement Standard:** Communication in a clear, complete, concise, correct and courteous manner on personal and professional levels.  **B: Spoken Communication**   * Demonstrate an awareness and acceptance of multicultural and regional speech differences * Organize and lead discussions * Preside at meetings * Handle both friendly and hostile questions effectively in formal and informal situations * Use standard English when speaking on the job, especially avoiding the use of expletives, slang, and unfamiliar jargon and technical terms * Interact effectively with people from various cultural, ethnic, and racial backgrounds by using culturally sensitive language * Function as a team member to identify and solve several problems inherent in a capstone project * Deliver extemporaneous and planned speeches with confidence * Serve effectively as interviewer or interviewee in employment, public relations, civic, media, and community situations   **II. Societal Communication: Achievement Standard:** Apply basic societal communication skills in both personal and professional settings.  **A. Positive Self-Concept and Image**   * Demonstrate an understanding of and respect for the business customs and etiquette of various cultures * Respect the perspectives and opinions of cross-generational workers in the business environment * Demonstrate appropriate manners and etiquette in a variety of social settings   **B. Human Relations and Interpersonal Skills**   * Demonstrate appropriate responses to passive, assertive, and aggressive behaviors   **III. Workplace Communications: Achievement Standard:** Incorporate appropriate leadership and supervision techniques, customer service strategies, and personal ethics standards to communicate effectively with various business constituents.  **A: Customer Relations**   * Employ strategies for communicating with dissatisfied customers in face-to-face discussions, through digital means, and in writing * Discuss the importance of the use of phone and digital devices as customer service tools * Employ appropriate strategies for communicating with dissatisfied customers in face-to-face discussions, through digital means, and in writing   **B: Business Relationships**   * Discuss the role that courtesy and gratitude to colleagues play in a business * Discuss sexual harassment and its implications in the workplace * Assess an audience in a social situation and select conversation and behavior accordingly   **C: Leadership**   * Plan, organize, and conduct meetings to achive identified purposes   **D: Supervisory Communication**   * Use techniques to provide appropriate feedback * Construct and deliver objective and effective performance appraisals * Select the appropriate language and mode to be used in disciplinary action   **E: Personal Ethics**   * Discuss the importance of taking responsibility for all spoken and written communication and actions taken * Solve problems using techniques that take into consideration personal ethical values   **CAREER DEVELOPMENT**  **III. Workplace Expectations: Achievement Standard:** Relate the importance of workplace expectations to career development.  **D. Workplace Communication Skills**   * Develop effective oral communication skills that include listening, active listening, and nonverbal skills * Adapt one's own behavioral style to increase interpersonal communication effectiveness and flexibility   **VI. Lifelong Learning: Achievement Standard:** Relate the importance of lifelong learning to career success.  **B. Career Growth**   * Demonstrate appropriate techniques for resigning from a position |  |

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| **Common Core Curriculum English Language Arts** | **National Business Education Standards** | **Crosswalk of Local School Curriculum** |
| **College & Career Readiness Standards** | **Performance Standards** | **Course:** |
| ***Language:*** |  |  |
| (1) Demonstrate command of the conventions of standard English grammar and usage when writing or speaking. | **COMMUNICATION**  **I. Foundations of Communication: Achievement Standard:** Communicate in a clear, complete, concise, correct, and courteous manner on personal and professional levels.  **B. Spoken Communication**   * Use standard English when speaking on the job, especially avoiding the use of expletives, slang, and unfamiliar jargon and technical terms   **C. Informational Reading**   * Use comprehensive business vocabulary * Explain career-specific terminology   **D. Written Communication**   * Identify factors affecting the readability of text * Apply a variety of specific proofreading techniques to identify and correct errors * Proofread business documents to ensure that they are clear, correct, concise, complete, consistent, and * courteous * Edit business documents to improve content and effectiveness   **CAREER DEVELOPMENT**  **III. Workplace Expectations: Achievement Standard:** Relate the importance of workplace expectations to career development.  **D. Workplace Communication Skills**   * Demonstrate correct grammar, spelling, and technical writing skills | **Writing for Publication and Precision Writing**   * **Practice Drafting and Editing Articles** * **Demonstrate Good Copy Editing Skills** |
| (2) Demonstrate command of the conventions of standards English capitalization, punctuation, and spelling when writing. | **COMMUNICATION**  **I. Foundations Of Communication: Achievement Standard:** Communicate in a clear, complete, concise, correct, and courteous manner on personal and professional levels.  **B. Spoken Communication**   * Use standard English when speaking on the job, especially avoiding the use of expletives, slang, and unfamiliar jargon and technical terms   **D. Written Communication**   * Apply a variety of specific proofreading techniques to identify and correct errors * Proofread business documents to ensure that they are clear, correct, concise, complete, consistent, and courteous * Edit business documents to improve content and effectiveness * Identify factors affecting the readability of text   **CAREER DEVELOPMENT**  **III. Workplace Expectations: Achievement Standard:** Relate the importance of workplace expectations to career development.  **D. Workplace Communication Skills**   * Demonstrate correct grammar, spelling, and technical writing skills | **Writing for Publication and Precision Writing**   * **Demonstrate Good Copy Editing Skills**   **Design**   * **Apply Associate Press Stylebook to the School Newspaper** |
| (3) Apply knowledge of language to understand how language functions in different contexts, to make effective choices for meaning or style, and to comprehend more fully when reading or listening. | **COMMUNICATION**  **I. Foundations Of Communication: Achievement Standard:** Communicate in a clear, complete, concise, correct, and courteous manner on personal and professional levels.  **A. Social and Business Listening**   * Evaluate media and spoken presentations analytically and critically * Synthesize information from multiple speakers in a group and respond in an effective manner   **C. Informational Reading**   * Interpret business messages, professional articles, and supporting graphic materials * Interpret information from manuals, computer printouts, and digital sources   **D. Written Communication**   * Use language that is free of bias, such as bias related to gender, race, age, religion, physical challenges, and sexual orientation * Compare drafts to final documents and make editorial changes * Compose messages that promote positive human relations * Compose appropriate messages for specific audiences | **Writing for Publication and Precision Writing**   * **Demonstrate Good Copy Editing Skills** |
| (4) Determine or clarify the meaning of unknown and multiple-meaning words and phrases by using context clues, analyzing meaningful word parts, and consulting general and specialized reference materials, as appropriate | **COMMUNICATION**  **III. Workplace Communication: Achievement Standard:** Incorporate appropriate leadership and supervision techniques, customer service strategies, and personal ethics standards to communicate effectively with various business constituents.  **E: Personal Ethics**   * Identify and discuss manipulative language used in business * Discuss misleading and missing information in business documents, and the impact on business |  |
| (5) Demonstrate understanding of word relationships and nuances in word meanings. | **COMMUNICATION**  **I. Foundations Of Communication: Achievement Standard:** Communicate in a clear, complete, concise, correct, and courteous manner on personal and professional levels.  **B: Spoken Communication**   * Use standard English when speaking on the job, especially avoiding the use of expletives, slang, and unfamiliar jargon   **C: Informational Reading**   * Use corporate vocabulary appropriate for entry-level jobs   **III. Workplace Communication: Achievement Standard:** Incorporate appropriate leadership and supervision techniques, customer service strategies, and personal ethics standards to communicate effectively with various business constituents.  **B: Business Relationships**   * Assess an audience in a social situation and select conversation and behavior accordingly * Analyze and discuss biased communication (age, race, religion, sexual orientation, physically challenged, and sexual harassment) cases that have become legal precedents   **C: Leadership**   * Use appropriate leadership language that includes optimism, encouragement, and action   **E: Personal Ethics**   * Identify and discuss manipulative language used in business, business documents, and the impact on business   **CAREER DEVELOPMENT**  **III. Workplace Expectations: Achievement Standard:** Relate the importance of workplace expectations to career development.  **B. Workplace Relationships**   * Demonstrate the ability to use assertive behavior in work relationships * Identify techniques for encouraging others to enhance their performance   **D. Workplace Communication Skills**   * Develop skills to give and receive constructive criticism * Use comprehensive business vocabulary * Explain career-specific terminology | **Writing for Publication and Precision Writing**   * **Demonstrate Good Copy Editing Skills** |
| (6) Acquire and use accurately a range of general academic and domain-specific words and phrases sufficient for reading, writing, speaking, and listening at the college and career readiness level; demonstrate independence in gathering vocabulary knowledge when encountering an unknown term important to comprehension and expression. | **COMMUNICATION**  **I. Foundations Of Communication: Achievement Standard:** Communicate in a clear, complete, concise, correct, and courteous manner on personal and professional levels.  **C. Informational Reading**   * Use corporate vocabulary appropriate for entry-level jobs * Interpret business messages, professional articles, and supporting graphic materials * Interpret information from manuals, computer printouts, and digital sources * Use comprehensive business vocabulary * Explain career-specific terminology   **III. Workplace Communication: Achievement Standard:** Incorporate appropriate leadership and supervision techniques, customer service strategies, and personal ethics standards to communicate effectively with various business constituents.  **A: Customer Relations**   * Define corporate culture * Compare and contrast the corporate cultures of diverse organizations   **B: Business Relationships**   * Define and discuss office politics * Discuss the positive and negative aspects of the “grapevine”   **C: Leadership**   * Explain the concept of employee empowerment * Discuss the concept that power is a trust and responsibility * Define ethics and identify the process by which individuals develop the foundation for making ethical decisions   **CAREER DEVELOPMENT**  **III. Workplace Expectations: Achievement Standard:** Relate the importance of workplace expectations to career development.  **B. Workplace Relationships**   * Demonstrate the ability to function as a proactive, productive team member in the workplace |  |

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| **Common Core Curriculum English Language Arts** | **National Business Education Standards** | **Crosswalk of Local School Curriculum** |
| **College & Career Readiness Standards** | **Performance Standards** | **Course:** |
| ***21st Century Skills:*** |  |  |
| ***Students who are college and career ready in reading, writing, speaking, listening, and language:***   * Demonstrate independence * Build strong content knowledge * Respond to the varying demands of audience, task, purpose, and discipline * Comprehend, as well as, critique * Value evidence * Use technology and digital media strategically and capably * Come to understand other perspectives and cultures | **COMMUNICATION**  **I. Foundations of Communication: Achievement Standard:** Communication in a clear, complete, concise, correct and courteous manner on personal and professional levels.  **D: Written Communication**   * Analyze and respond to complex business case studies * Research, analyze, and prepare collaboratively a spoken, written, and digital response to a complex business project * Compose and produce executive summaries   **II. Societal Communication: Achievement Standard:** Apply basic social communication skills in both personal and professional settings.  **A.** **Positive Self-concept and Image**   * Discuss the impact of careless performance on professional image and job retention * Discuss the impact of time management practices on one's personal and professional images * Display a positive attitude in personal and professional settings * Demonstrate an understanding of and respect for the business customs and etiquette of various cultures * Respect the perspectives and opinions of cross-generational workers in the business environment * Demonstrate an appropriate work ethic in a business environment * Participate in school, community, and/or volunteer activities and assume leadership roles when appropriate   **B. Human Relations and Interpersonal Skills**   * Explain the purpose of authority * Differentiate between passive, assertive, and aggressive behaviors * Model passive, assertive, and aggressive behaviors * Demonstrate appropriate responses to passive, assertive, and aggressive behaviors * Explain the value and impact of interpersonal relationships in the business environment * Practice conflict resolution in academic, social, and business environments * Discuss the negative impact of different types of discrimination * Apply the principles of group dynamics in structured activities * Explain the value in following chains of command   **CAREER DEVELOPMENT**  **III. Workplace Expectations: Achievement Standard:** Relate the importance of workplace expectations to career development.  **B. Workplace Relationships**   * Demonstrate the ability to use assertive behavior in work relationships * Identify techniques for encouraging others to enhance their performance * Demonstrate the ability to function as a proactive, productive team member in the workplace   **D. Workplace Communication Skills**   * Demonstrate effective interpersonal skills in a work relationship * Develop effective oral communication skills that include listening, active listening, and nonverbal skills * Develop skills to give and receive constructive criticism   **E. Continual Skills Improvement**   * Identify ways to use feedback to improve skills   **V. School-To-Career Transition: Achievement Standard:** Develop strategies to make an effective transition from school to career.  **B. Career Development File And Employment Portfolio**   * Present the career portfolio | **News and Information Gathering**   * **Identify and Apply News Determinants: Timeliness, Prominence, Proximity** * **Consequence, Human Interest (Oddity, Conflict, Emotion)** * **Identify Other Factors Affecting News Value** * **Apply News Judgment to Local Situations**   **Feature Story Writing**   * **Compare and Contrast a News Story with a Feature Story**   **Editorials and Columns**   * **Examine Some Essential Elements of Effective Editorials**   **Design**   * **Identify and Analyze the Essential Elements of Newspaper Design** * **Compare & Contrast Information Presented in Text and Graphic Formats** * **Evaluate the Differences Between a School Newspaper and a National Newspaper**   **Multimedia**   * **Define the Role of a Multimedia Designer** * **Define the Elements of Producing an Effective Multimedia Design: Content, Design, and Technical Savvy** * **Analyze and Evaluate the Different Types of Multimedia Content: Photo Galleries, Audio, Sights & Sounds, Data‐Driven Graphics (Sidebars/Surveys), Video, and Interactive Timelines** * **Create Multimedia Features**   **Advertising**   * **Discuss the Role of Advertisements in the School Newspaper** * **Create Effective Advertisements for Customers** * **Determine Appropriate Charges, Create Invoices, and Mail to Customers** * **Keep Accurate Records of Advertising Sales**   **Publishing a Yearbook**   * **Plan: The Yearbook, Teamwork, Responsibility, Brainstorming, Content, Coverage, Concept** * **Create: Production, Reporting, Writing, Headlines, Captions, Editing, Photography, Typography, Design, Graphics** * **Sell & Distribute: Finance, Yearbook Campaign, Advertising, Distribution**   **Photojournalism**   * **Define Photojournalism** * **Understand the Structure of Photo Operations at a News Organization** * **Understand Photographic Composition** * **Define a Photo Essay** * **Identify the Equipment Photojournalist’s Use** * **Understand How to Tell a Story Visually in Multimedia** * **Discuss the Rule of Thirds** * **Examine and Discuss Tips for Taking Better Photos** * **Use Photo Editing Software to Enhance Digital Images** |