

CHINO VALLEY UNIFIED SCHOOL DISTRICT

INSTRUCTIONAL GUIDE

COMMUNICATIONS AND MEDIA 1

Course Number	5906
Department	English
Length of Course	One (1) semester
Grade Level	9-12
Credit	5 units per semester/Elective credit
Pre-requisites	Successful completion of Journalism 1 and/or teacher approval
Board Approved	December 15, 2005

Description of Course – This course is designed to introduce students' to the role of mass communications in society related to the media, government, business and education. Students taking this course will study various forms of print, broadcast, and electronic media and discern the differences among the sender, receiver, and the message. Students will study the major recognized theories of communication and identify these theories from real-life examples across various mediums. This course is aligned with the State of California English/Language Arts standards.

Rationale for Course – The ability to be a proficient communicator transcends all academic subject matters. This class will increase students' ability to be proficient, persuasive communicators and instruct students in the proper communications writing formats and research methods utilizing available technologies. This course can also serve as the prerequisite class for students who wish to be on the staff of the school newspaper.

Standard 1 – Written Communication

1.1 Objective: Writing Strategies

Organization and Focus

- 1.1.1 Performance Indicator: Establish a controlling impression or coherent thesis that conveys a clear and distinctive perspective on the subject and maintain a consistent tone and focus throughout the piece of writing.
- 1.1.2 Performance Indicator: Use precise language, action verbs, sensory details, appropriate modifiers, and the active rather than the passive voice.

Research and Technology

- 1.1.5 Performance Indicator: Synthesize information from multiple sources and identify complexities and discrepancies in the information and the different perspectives found in each medium (e.g., almanacs, microfiche, news sources, in-depth field studies, speeches, journals, technical documents).
- 1.1.6 Performance Indicator: Integrate quotations and citations into a written text while maintaining the flow of ideas.

1.1.7 Performance Indicator: Use appropriate conventions for documentation in the text, notes, and bibliographies by adhering to those in style manuals (e.g., Modern Language Association Handbook, The Chicago Manual of Style).

1.1.8 Performance Indicator: Design and publish documents by using advanced publishing software and graphic programs.

Evaluation and Revision

1.1.9 Performance Indicator: Revise writing to improve the logic and coherence of the organization and controlling perspective, the precision of word choice, and the tone by taking into consideration the audience, purpose, and formality of the context.

Standard 2- Oral Communication

2.1 Objective: Written and Oral English Language Conventions

Grammar and Mechanics of Writing

2.1.1 Performance Indicator: Identify and correctly use clauses (e.g., main and subordinate), phrases (e.g., gerund, infinitive, and participial), and mechanics of punctuation (e.g., semicolons, colons, ellipses, hyphens).

2.1.2 Performance Indicator: Understand sentence construction (e.g., parallel structure, subordination, proper placement of modifiers) and proper English usage (e.g., consistency of verb tenses).

2.1.3 Performance Indicator: Demonstrate an understanding of proper English usage and control of grammar, paragraph and sentence structure, diction, and syntax.

2.2 Objective: Speaking Applications (Genres and Their Characteristics)

2.2.1 Performance Indicator: Apply appropriate interviewing techniques:

- a. Prepare and ask relevant questions.
- b. Make notes of responses.
- c. Use language that conveys maturity, sensitivity, and respect.
- d. Respond correctly and effectively to questions.
- e. Demonstrate knowledge of the subject or organization.
- f. Compile and report responses.
- g. Evaluate the effectiveness of the interview.

Standard 3 – Receiving and Interpreting Information

3.1 Objective: Listening and Speaking Strategies

Comprehension

3.1.1 Performance Indicator: Formulate judgments about the ideas under discussion and support those judgments with convincing evidence.

3.1.2 Compare and contrast the ways in which media genres (e.g., televised news, news magazines, documentaries, online information) cover the same event.

Organization and Delivery of Oral Communication

- 3.1.3 Performance Indicator: Choose logical patterns of organization (e.g., chronological, topical, cause and effect) to inform and to persuade, by soliciting agreement or action, or to unite audiences behind a common belief or cause.
- 3.1.4 Performance Indicator: Choose appropriate techniques for developing the introduction and conclusion (e.g., by using literary quotations, anecdotes, references to authoritative sources).
- 3.1.5 Performance Indicator: Recognize and use elements of classical speech forms (e.g., introduction, first and second transitions, body, conclusion) in formulating rational arguments and applying the art of persuasion and debate.
- 3.1.6 Performance Indicator: Present and advance a clear thesis statement and choose appropriate types of proof (e.g., statistics, testimony, specific instances) that meet standard tests for evidence, including credibility, validity, and relevance.
- 3.1.7 Performance Indicator: Use props, visual aids, graphs, and electronic media to enhance the appeal and accuracy of presentations.
- 3.1.8 Performance Indicator: Produce concise notes for extemporaneous delivery.
- 3.1.9 Performance Indicator: Analyze the occasion and the interests of the audience and choose effective verbal and nonverbal techniques (e.g., voice, gestures, eye contact) for presentations.

Analysis and Evaluation of Oral and Media Communications

- 3.1.11 Performance Indicator: Assess how language and delivery affect the mood and tone of the oral communication and make an impact on the audience.
- 3.1.12 Performance Indicator: Evaluate the clarity, quality, effectiveness, and general coherence of a speaker's important points, arguments, evidence, organization of ideas, delivery, diction, and syntax.
- 3.1.13 Performance Indicator: Analyze the types of arguments used by the speaker, including argument by causation, analogy, authority, emotion, and logic.

Standard 4 – Communications Research

4.1 Objective: Historical and Social Sciences Analysis Skills/Chronological and Spatial Thinking

- 4.1.1 Performance Indicator: Students analyze how change happens at different rates at different times; understand that some aspects can change while others remain the same; and understand that change is complicated and affects not only technology and politics but also values and beliefs.
- 4.1.2 Performance Indicator: Students relate current events to the physical and human characteristics of places and regions.