

# McREL: Production

## Language Arts

### Viewing

#### Standard 9

Uses viewing skills and strategies to understand and interpret visual media

**Level II Grade : 3-5**

2. Understands techniques used to convey messages in visual media (e.g., animation; different tones of voice in audio productions; adjusting messages for different audiences)

**Level III Grade : 6-8**

9. Understands techniques used in visual media to influence or appeal to a particular audience (e.g., production techniques, such as designing a news program as entertainment; persuasive techniques, such as exaggerated claims, portrayal of appealing lifestyles, bandwagon, glittering generalities; subliminal messages; narrative style)

### Media

#### Standard 10

Understands the characteristics and components of the media

**Level III Grade : 6-8**

5. Understands aspects of media production and distribution (e.g., different steps and choices involved in planning and producing various media; various professionals who produce media, such as news writers, photographers, camera operators, film directors, graphic artists, political cartoonists)

**Level IV Grade : 9-12**

4. Understands production elements that contribute to the

effectiveness of a specific medium (e.g., the way black-and-white footage implies documented truth; the way set design suggests aspects of a character's socio-cultural context; effectiveness of packaging for similar products and their appeal to purchasers)

6. Understands the influence of different factors (e.g., media owners, sponsors of specific programs, codes governing advertising aimed at children, copyright laws) on media production, distribution, and advertising (e.g., whether a program is scheduled late at night or at peak times, whether a film is released in theaters or only on video)

8. Understands the extent to which audience influences media production (e.g., selection of audiences on the basis of their importance to advertisers or media institutions; production of programs with high audience ratings and low production costs, such as game shows; how media producers determine or predict the nature of audiences)

9. Understands the relationship between media and the production and marketing of related products (e.g., how and why books are reissued in conjunction with film releases; how the target audience for a film determines the range of products marketed and this marketing in turn helps shape the film)