

# State Standards: Alabama



<p><b>Language Arts</b>  2007 Update  Oral &amp; Visual Communication  6th grade  Recognizing propaganda as an art of persuasion in evaluating content and purpose  7th grade  Demonstrate listening skills, including identifying the main idea, detail, purpose, and bias in group discussions, public speeches, and media messages.  9th grade  Identify persuasive strategies in oral and visual presentations. Examples: transference, bandwagon, snob appeal, expert testimony  • Identifying types of propaganda  12th  Critique visual communication for effectiveness. Examples: films, advertisements  Analyze nonprint media for use of propaganda. Examples: films, television advertisements, speeches  —————  (added Aug.05)  Read and view nonprint and print media critically and selectively.  Apply critical reading and viewing skills to analysis of print and nonprint media.  (Propaganda content)  Determine when argument and propaganda are used in written, oral and visual forms.  – fact vs. opinion  – appeal to emotion  <a href="#">URL source</a></p>	<p><b>Social Studies</b>  2004 Update  US Government  12th grade  7. Trace the development and impact of the media on the political process and public opinion in the United States.  • Explaining the effect of media consolidation on public opinion and access to various viewpoints  • Analyzing the impact of television on the election process and campaign spending  • Explaining the effect of attack advertisements on voter selection of candidates</p>	<p><b>Health</b>  Health Literacy GOAL  4  Students will analyze the influence of culture, media, technology and other factors on health.  Fourth Grade  2. Evaluate health-related messages sent through media advertising  Eighth Grade  18. Analyze the indirect health messages conveyed in the media.  9. Analyze how the media attempts to influence the selection of health information and products.  High School  2. Identify positive and negative health messages portrayed in the meida</p>
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