State Standards: Arkansas



Advertising: curriculum content frameworks

issues

Language Arts	Social Studies
(revised 11/05)	3.1.13. Examine
Strand Reading	information and
Standard 10 Variety of Text	experiences and
Grade 12	understand how
R.10.12.12	they may be
Evaluate stage, film, or television	viewed by people
adaptations and interpretations of a	from diverse
drama	cultural
<pre>http://arkedu.state.ar.us/curriculum/</pre>	perspectives
<pre>pdf/ela_framework_2003.pdf</pre>	6.1.19. Explore
Listening, Speaking, Viewing	how language,
<pre>make informed judgments about TV,</pre>	media,
radio, & film productions;	literature and
demonstrate an awareness of the	the arts reflect
presence of media in daily life;	life in a
evaluate the role media plays in	democratic
focusing attention and forming	society
opinions; judge the extent to which	6.1.32
media provide a source of	Demonstrate the
entertainment as well as source of	ability to
information; interpret the role of	locate, assess,
advertising as a part of media	organize and use
	information
	about public

Health/Prevention 2.1.2. Discuss how media affects the choices of health information, by people products, and services 2.1.6. Demonstrate how media influences the selection of health information and products 3.2.8. Assess the effect of media and technology on personal, family and community health

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