State Standards: Virginia

VIRGINIA

Language Arts	**Social Studies**	**Health/Prevention**
Link to 2010 Standards Some excerpts listed below: Communication: Listening, Speaking, and Media Literacy Grade 6 6.3 The student will understand the elements of media literacy. a) Compare and contrast auditory, visual, and written media messages. b) Identify the characteristics and effectiveness of a variety of media messages. c) Craft and publish audience-specific media messages. Grade 7 7.3 The student will understand the elements of media literacy. a) Identify persuasive/informative techniques used in nonprint media including television, radio, video, and Internet. b) Distinguish between fact, opinion, evidence, and inference. c) Describe how word choice and visual images conveys a viewpoint. d) Compare and contrast the techniques in auditory, visual, and written media messages. e) Craft and publish audience-specific media messages.	Grade 5-6 The student will develop skills for historical analysis, including the ability to: -identify, analyze, and interpret primary sources (artifacts, diaries, letters, photographs, arts, documents, and newspapers) and contemporary media (TV, movies, and computer information systems) to better understand events and life in the US history to 1877 Grade 7 -evaluating accuracy of campaign advertising; and distinguishing between reporting, analysis, and editorializing in the media, and recognition of bias -the impact of the media on public opinion and policymakers Grade 9 Identifying, analyzing, and interpreting primary and secondary sources and artifacts -validating sources as to their authenticity, authority, credibility and possible bias	Assessment The student will evaluate media advertisements purporting safe behaviors. The influence of multiple media resources on personal choices (added June 2006) 5.4 The student will critically evaluate how print media, broadcast media, and Internet technology influence perceptions of health information, products, and services. Key concepts/skills include: b. tools for the critical evaluation of advertisements and promotions. 7.3 The student will investigate and analyze the various factors that guide an individual's decisions about health and well-being. Key concepts/skills include: a. the types of advertising techniques used to influence adolescents' decisions; 8.4 The student will interpret and evaluate how health information, products, services, and agencies are targeted to impact adolescents. Key concepts/skills include: b. the influence of multiple media resources on personal choices;

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