

KSDE

Arts, AV Technology and Communication Career Cluster

Pathway (CIP CODE: 09.0702): AV Communications

Course KCCMS #: 30100

21st Century Journalism

Standards Alignment Document

21st Century Journalism promotes the development of the skill set needed today and in the future. Topics include an exploration of the role media and the communications industry has in society, the development of the technical skills related to journalistic writing and interviewing, as well as understand the ethical and legal issues related to the field.

Directions: Refer to the crosswalk key to identify the alignment to the national standards and common core.

Essential Knowledge and Skills

Academic Foundations

Benchmark: 0.1 <i>Achieve additional academic knowledge and skills required to pursue the full range of career and postsecondary education opportunities within a career cluster.</i>		Crosswalk
0.1.1	Adapt language for audience, purpose, situation (i.e. diction/structure, style).	ESS01.02.02
0.1.2	Compose focused copy for a variety of written documents (i.e. documents, notes, oral presentations reports).	ESS01.02.04
0.1.3	Demonstrate knowledge of basic arithmetic operations such as addition, subtraction, multiplication and division.	ESS01.03.02
0.1.4	Analyze data when interpreting operational documents.	ESS01.03.07; S

Communications

Benchmark: 0.2 <i>Use oral and written communication skills in creating, expressing and interpreting information and ideas including technical terminology and information.</i>		
0.2.1	Interpret information, data and observations to apply information learned from reading to actual practice.	ESS02.01.04; S
0.2.2	Communicate effectively with others to foster positive relationships.	ESS02.02.05; *1.2.3
0.2.3	Reference the sources of information.	ESS02.03.03
0.2.4	Compose multi—paragraph documents clearly, succinctly, and accurately (i.e. correct grammar, spelling, punctuation and capitalization).	ESS02.05.01
0.2.5	Deliver an oral presentation to provide information for specific purposes and audiences.	ESS02.06.01, 02.06.04

Problem Solving

Benchmark: 0.3 <i>Solve problems using creativity, innovation and critical thinking skills (analyze, synthesize, and evaluate) independently and in teams .</i>		
0.3.1	Analyze elements of a problem to determine solutions (including how to think creatively).	ESS03.01.02

Safety, Health and Environmental:

Benchmark: 0.4 <i>Understand the importance of health, safety, and environmental management systems and follow organizational policies and procedures and contribute to continuous improvement in performance and compliance.</i>		
0.4.1	Follow operation manuals for all equipment and tools to maintain safe workplace for self and others.	ESS06.01.09; *1.2.7

0.4.2	Demonstrate safe work habits and procedures (i.e. personal habits, electricity safety, storage of equipment).	ARC06.02.02, 0604.01, 06.05.02, 06.07.01; *1.2.7
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Leadership and Teamwork:

Benchmark: 0.5 <i>Use leadership and teamwork skills in collaborating with others to accomplish organizational goals and objectives.</i>		
0.5.1	Exhibit leadership skills (i.e. management of resources, listening to others, respect, supporting others).	ESS0701.02, 07.01.03, 07.01.04; *1.2.6
0.5.2	Work with others to achieve objectives in a timely manner (i.e. follow direction, take responsibility, respect for others and cooperation).	ESS07.03.01; *1.2.4 & 2.1.1

Ethics and Legal Responsibilities

Benchmark: 0.6 <i>Know and understand the importance of professional ethics and legal responsibilities.</i>		
0.6.1	Follow code of ethics for the Arts, AV and Communications field in all projects, decisions and actions.	ESS08.01; ARC08.01.01, 08.01.02; *1.2.8

Employability and Career Development

Benchmark: 0.7 <i>Know and understand the importance of employability skills, effectively manage careers and the importance of entrepreneurship skills.</i>		
0.7.1	Model behaviors of a good employee (i.e. reliability, dependability, professionalism).	ESS09.06.01; *1.2.2 & 1.2.7
0.7.2	Create a record of work experiences, certifications and products.	ESS09.04.02; *1.2.2 & 16.1.5

Technical Skills

Comprehensive Standard:

1.0 Use the technical knowledge and skills required to pursue the targeted careers for all pathways in the career cluster, including knowledge of design, operation, and maintenance of technological systems critical to the career cluster.

Benchmark: 1. 1 <i>Analyze career paths in the communications field.</i>		<i>Crosswalk</i>
1.1.1	Identify careers/entrepreneurial opportunities in media and communications (i.e. broadcasting and online communications).	ARPB01.01.02
1.1.2	Explain the ethical responsibilities of individuals in the field of communications/journalism.	ARPB01.07.01

Benchmark: 1. 2 <i>Demonstrate technical skills related to careers in the communications field.</i>		<i>Crosswalk</i>
1.2.1	Analyze the role of journalism in society today (including the evolution of journalism and present/future need).	ARPB01.01.02
1.2.2	Analyze the different modes of electronic communications.	
1.2.3	Explore the influence media has on society.	ARPB01.07.06
1.2.4	Analyze writing and story forms for various media applications.	ARPB01.01.03
1.2.5	Understand issues related to cultural and regional diversity that affect the field of communications.	ARPB01.01.04
1.2.6	Analyze the relationship between shooting, video, capturing audio, editing, writing and reporting in the production of a story.	
1.2.7	Understand the interview process.	
1.2.8	Define and use journalistic terminology in appropriate contexts.	ARPB01.02.01
1.2.9	Identify expert sources and how to cultivate relationships with them.	ARPB01.02.02
1.2.10	Analyze the reliability of sources of information.	ARPB01.02.03
1.2.11	Analyze the uses of social networking sites (i.e. for promotional, reference and instructional services).	
1.2.12	Understand the importance of identity and reputation management in social media.	

1.2.13	Understand the journalistic writing process (i.e. identify purpose, work with deadlines, conduct research, how to take notes and document sources).	ARPB01.02.04
1.2.14	Produce and use digital media in story telling.	ARPB01.02.05
1.2.15	Determine what constitutes libel, slander, obscenity, acceptable use, fair use, plagiarism, invasion of privacy and student press rights.	ARPB01.07.04
1.2.16	Analyze the First Amendment, Freedom of Information Act, and copyright laws and their impact on communications and journalism.	ARPB01.07.03
1.2.17	Understand the necessity of digital file management.	
1.2.18	Demonstrate digital file management.	
1.2.19	Demonstrate ability to write for a variety of audiences and purposes (including feature, editorial and news).	

Crosswalk Key:(ESS) Career Cluster Essential Knowledge and Skills (www.careertech.org)

(ARC) Arts, AV Communication Career Cluster Foundational Skills

(ARPA) Arts, AV Pathway Audio Visual

(ARPB) Arts, AV Pathway Broadcasting

(ARPF) Arts, AV Pathway Visual Arts

*National (2008) Family and Consumer Sciences Standards (www.aafcs.org)

(\$) National JumpStart Standards (Financial Literacy)

(▲) Assessed Indicator for Kansas Assessment Tests

(R) Kansas Reading Curricular Standards

(MHS) Kansas Mathematics Curricular Standards—High School

(W) Kansas Writing Curricular Standards

(SC) Kansas School Counseling Standards

(H-G) Kansas History & Government; Economics & Geography Curricular Standards

(S) Kansas Science Curricular Standards

Third Party Assessments:

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Performance Assessment:

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