# Media Communications Course No. 30100 Credit: 0.5

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| **Student name:** |  | **Graduation Date:** |  |

Pathways and CIP Codes:Digital Media (09.0702)

Course Description: **Technical Level:** Media Communications enable students to understand and critically evaluate the role of media in society. Course content typically includes investigation of visual images, printed material, and audio segments as tools of information, entertainment, and communication in relation to media. 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:The following competencies are required for full approval of this course. Check the appropriate number to indicate the level of competency reached for learner evaluation.

**RATING SCALE:**

4. Exemplary Achievement: Student possesses outstanding knowledge, skills or professional attitude.

3. Proficient Achievement:Student demonstrates good knowledge, skills or professional attitude. Requires limited supervision.

2. Limited Achievement:Student demonstrates fragmented knowledge, skills or professional attitude. Requires close supervision.

1. Inadequate Achievement:Student lacks knowledge, skills or professional attitude.

0. No Instruction/Training:Student has not received instruction or training in this area.

## Benchmark 1: Media Literacy and Analysis of Communication Career Paths

### Competencies

| **#** | **DESCRIPTION** | **RATING** |
| --- | --- | --- |
| 1.1 | Identify and analyze different forms of media used to communicate with audiences, including web, social media, video, audio and print). |  |
| 1.2 | Explore the influence media has on society, including it's history and predicted future. |  |
| 1.3 | Analyze how different media content targets different audiences. |  |
| 1.4 | Understand the changing and multi-dimensional definition of news. |  |
| 1.5 | Categorize career opportunities in content creation for emerging technologies. |  |
| 1.6 | Create a portfolio to showcase work - add appropriate artifacts to the (IPS) Individual Plan of Study electronic portfolio. |  |

## Benchmark 2: Demonstrate technical skills related to careers in the communications field.

### Competencies

| **#** | **DESCRIPTION** | **RATING** |
| --- | --- | --- |
| 2.1 | Write clear, concise, and engaging content for different media platforms. |  |
| 2.2 | Demonstrate effective story telling techniques in media writing. |  |
| 2.3 | Define and use journalistic terminology in appropriate contexts. |  |
| 2.4 | Demonstrate the ability to concisely summarize newsworthy topics. |  |
| 2.5 | Identify and analyze the credibility of different sources of information. |  |
| 2.6 | Demonstrate how to contact and set-up interviews, and attribute the source according to their connection to content/ topic. |  |
| 2.7 | Analyze writing and story forms from various media. |  |
| 2.8 | Identify and explain the different steps in the production of a story. (ideation, research, writing, revision and publishing). |  |
| 2.9 | Demonstrate the ability to prepare for, conduct and process information from interviews. |  |
| 2.10 | Analyze various established and emerging social media platforms for the type of content found there, advantages/ strengths and disadvantages/ potential mis-use in use. |  |
| 2.11 | Analyze the role of current and emerging social media platforms in society today, including its history and predicted future. |  |
| 2.12 | Understand the importance of identity and reputation management in social media/ across multiple platforms. |  |
| 2.13 | Demonstrate ability to write for a sampling of audiences and purposes (including feature, editorial and news). OR Demonstrate ability to write a variety of journalistic formats including news and feature writing. |  |
| 2.14 | Demonstrate knowledge of the journalistic writing process (i.e. identify purpose, work with deadlines, conduct research, how to take notes and document sources). |  |

## Benchmark 3: Media Campaign Planning

### Competencies

| **#** | **DESCRIPTION** | **RATING** |
| --- | --- | --- |
| 3.1 | Develop a comprehensive media campaign strategy. |  |
| 3.2 | Create and implement effective communication plans for different target audiences. |  |
| 3.3 | Create compelling and engaging content that resonates with a target audience. |  |
| 3.4 | Ensure consistency in messaging across different media channels. |  |
| 3.5 | Evaluate the success of media campaigns through key performance indicators. |  |
| 3.6 | Solve communication challenges through strategic thinking and creativity. |  |
| 3.7 | Apply critical thinking skills to analyze and respond to current media issues. |  |

## Benchmark 4: Media Ethics and Law

### Competencies

| **#** | **DESCRIPTION** | **RATING** |
| --- | --- | --- |
| 4.1 | Understand the laws regarding defamations(libel, slander), obscenity, acceptable use, fair use, plagiarism, and invasion of privacy. |  |
| 4.2 | Analyze the First Amendment to various medias (including social media) and student press rights, especially the Kansas Student Publications Act. |  |
| 4.3 | Understand the use of “sunshine laws,” including the Freedom of Information Act and Kansas Open Records Act. |  |

I certify that the student has received training in the areas indicated.

Instructor Signature:

For more information, contact:

CTE Pathways Help Desk

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