

Grades K-2

Benchmark A: Explore the intended effect of media communications and messages when delivered and received for personal and various other purposes.

Kindergarten

Communicating With Media

1. List personal reasons for creating media communications and messages (e.g., tell a story, to ask for something, to make someone happy).

Media Messages

2. View familiar information in everyday messages (e.g., birthday greeting, holiday greeting, road sign, warning label).

Grade One

Communicating With Media

1. Ask and answer questions about why people communicate through media (e.g., recognize the reason for the message).

Grade Two

Communicating With Media

1.. Ask and answer questions concerning the purpose and function of print and nonprint media communications created by a variety of people (e.g., why, who, where, when and how).

Benchmark B: Distinguish between a variety of elements used to create and construct media communications for personal and various other purposes.

Kindergarten

Media Elements

1. Recognize a variety of print and nonprint formats used in the delivery of media messages (e.g., book, television, film, radio, CD-ROM, DVD, e-mail, Web pages, photographs, charts and graphs).

Grade One

Media Elements

1. Recognize printed text, symbols, shapes and other graphics used in media communications.
2. Identify a variety of sounds, voice tones and facial expressions used to convey emotion.
3. Explain how clothing and costume are used to convey factual and fictional information.

Grade Two

Media Elements

1. Identify various media communications and messages in print and nonprint formats (e.g., newspaper, television news broadcast, magazines, websites).
2. Identify a variety of sounds, voice tones and facial expressions used to illustrate emotion (e.g., loud, soft, silent, happy, whiny, sad, angry).