

Subject	Chapter 130. Career and Technical Education, Subchapter C. Arts, A/V Technology, and Communications
Course Title	§130.110. Professional Communications (One-Half Credit), Adopted 2015.
<p>(a) General Requirements. This course is recommended for students in Grades 9-12. This course may be used to satisfy a speech credit or skills requirement outlined in Chapter 74 of this title (relating to Curriculum Requirements). Students shall be awarded one-half credit for successful completion of this course.</p>	
<p>(b) Introduction.</p>	
<p>(1) Career and technical education instruction provides content aligned with challenging academic standards and relevant technical knowledge and skills for students to further their education and succeed in current or emerging professions.</p> <p>(2) The Arts, Audio/Video Technology, and Communications Career Cluster focuses on careers in designing, producing, exhibiting, performing, writing, and publishing multimedia content, including visual and performing arts and design, journalism, and entertainment services.</p> <p>(3) Professional Communications blends written, oral, and graphic communication in a career-based environment. Careers in the global economy require individuals to be creative and have a strong background in computer and technology applications, a strong and solid academic foundation, and a proficiency in professional oral and written communication. Within this context, students will be expected to develop and expand the ability to write, read, edit, speak, listen, apply software applications, manipulate computer graphics, and conduct Internet research.</p> <p>(4) Students are encouraged to participate in extended learning experiences such as career and technical student organizations and other leadership or extracurricular organizations.</p> <p>(5) Statements that contain the word "including" reference content that must be mastered, while those containing the phrase "such as" are intended as possible illustrative examples.</p>	

(c) Knowledge and Skills.			
Knowledge and Skill Statement	Student Expectation	Breakout	Narrative/Activity
(1) The student demonstrates professional standards/employability skills as required by business and industry. The student is expected to:	(A) explore opportunities in training, education, and certifications for employment	(i) explore opportunities in training for employment	Narrative: Pg. 144 Preparing for Employment, Pg. 148 Employment Planning Activity: Chapter 11 Test Your Knowledge: Short Answer #1, Chapter 11 Listen and Speak
(1) The student demonstrates professional standards/employability skills as required by business and industry. The student is expected to:	(A) explore opportunities in training, education, and certifications for employment	(ii) explore opportunities in education for employment	Narrative: Pg. 144 Preparing for Employment Activity: Chapter 11 Test Your Knowledge: True or False #6, Chapter 11 Listen and Speak
(1) The student demonstrates professional standards/employability skills as required by business and industry. The student is expected to:	(A) explore opportunities in training, education, and certifications for employment	(iii) explore opportunities in certifications for employment	Narrative: Pg. 144 Preparing for Employment Activity: Chapter 11 Listen and Speak
(1) The student demonstrates professional standards/employability skills as required by business and industry. The student is expected to:	(B) demonstrate professional standards and personal qualities needed to be employable such as oral and written communication, leadership, teamwork, appreciation for diversity, conflict management, customer service, work ethic, and adaptability	(i) demonstrate professional standards needed to be employable	Narrative: Pg. 146 Skills Needed for Employment Activity: Chapter 11 Test Your Knowledge: True or False #7 Short Answer #2 and #3
(1) The student demonstrates professional standards/employability skills as required by business and industry. The student is expected to:	(B) demonstrate professional standards and personal qualities needed to be employable such as oral and written communication, leadership, teamwork, appreciation for diversity, conflict management, customer service, work ethic, and adaptability	(ii) demonstrate personal qualities needed to be employable	Narrative: Pg. 146 Skills Needed for Employment Activity: Chapter 11 Test Your Knowledge: True or False #3 and #8
(1) The student demonstrates professional standards/employability skills as required by business and industry. The student is expected to:	(C) demonstrate skills related to seeking and applying for employment	(i) demonstrate skills related to seeking and applying for employment	Narrative: Pg. 148 Employment Planning, Pg 151 Finding Employment Activity: Chapter 11 Test Your Knowledge: Short Answer #7

Knowledge and Skill Statement	Student Expectation	Breakout	Narrative/Activity
(1) The student demonstrates professional standards/employability skills as required by business and industry. The student is expected to:	(D) create a resume and cover letter/letter of interest to document work experiences, licenses, certifications, and work samples	(i) create a resume to document work experiences	Narrative: Pg. 158 Work Experience Activity: Chapter 12 Test Your Knowledge: True or False #1 Short Answer #1, Chapter 12 Create and Design
(1) The student demonstrates professional standards/employability skills as required by business and industry. The student is expected to:	(D) create a resume and cover letter/letter of interest to document work experiences, licenses, certifications, and work samples	(ii) create a resume to document licenses	Narrative: Pg. 158 Education Activity: Chapter 12 Test Your Knowledge: True or False #7 Short Answer #1, Chapter 12 Create and Design
(1) The student demonstrates professional standards/employability skills as required by business and industry. The student is expected to:	(D) create a resume and cover letter/letter of interest to document work experiences, licenses, certifications, and work samples	(iii) create a resume to document certifications	Narrative: Pg. 158 Education Activity: Chapter 12 Test Your Knowledge: True or False #7 Short Answer #1, Chapter 12 Create and Design
(1) The student demonstrates professional standards/employability skills as required by business and industry. The student is expected to:	(D) create a resume and cover letter/letter of interest to document work experiences, licenses, certifications, and work samples	(iv) create a resume to document work samples	Narrative: Pg. 163 Create an Employment Portfolio Activity: Chapter 12 Test Your Knowledge: True or False #4 Short Answer #3
(1) The student demonstrates professional standards/employability skills as required by business and industry. The student is expected to:	(D) create a resume and cover letter/letter of interest to document work experiences, licenses, certifications, and work samples	(v) create a cover letter/letter of interest	Narrative: Pg. 160 Create a Cover Letter Activity: Chapter 12 Test Your Knowledge: True or False #9 Short Answer #2
(1) The student demonstrates professional standards/employability skills as required by business and industry. The student is expected to:	(E) demonstrate skills in evaluating and comparing employment opportunities	(i) demonstrate skills in evaluating employment opportunities	Narrative: Pg. 148 Employment Planning, Pg 151 Finding Employment, Pg. 151 Figure 11.5 Activity: Chapter 11 Test Your Knowledge: Short Answer #7
(1) The student demonstrates professional standards/employability skills as required by business and industry. The student is expected to:	(E) demonstrate skills in evaluating and comparing employment opportunities	(ii) demonstrate skills in comparing employment opportunities	Narrative: Pg. 148 Employment Planning, Pg 151 Finding Employment, Pg. 151 Figure 11.5 Activity: Chapter 11 Test Your Knowledge: Short Answer #7, Chapter 11 Listen and Speak

Knowledge and Skill Statement	Student Expectation	Breakout	Narrative/Activity
(2) The student applies English language arts in professional communications projects. The student is expected to:	(A) demonstrate use of content, technical concepts, and vocabulary	(i) demonstrate use of content	Narrative: Pgs. 60-68 Writing Process, Pg. 75 Composing, Editing, and Formatting a Variety of Written Documents, Pg. 87 Composing, Editing, and Formatting Formal Written Documents Activity: Chapter 5 Test Your Knowledge: Short Answer #1; Chapter 5 Create and Design, Chapter 6 Create and Design, Chapter 6 Test Your Knowledge: Short Answer #8, Chapter 7 Create and Design
(2) The student applies English language arts in professional communications projects. The student is expected to:	(A) demonstrate use of content, technical concepts, and vocabulary	(ii) demonstrate use of technical concepts	Narrative: Pgs. 52-53 Appropriate Use of Language; Pg. 53 Figure 5.1, Pg. 94 Writing and Formatting Technical Documents Activity: Chapter 5 Test Your Knowledge: Test or False #1, Short Answer #11, Chapter 7 Create and Design, Chapter 7 Test Your Knowledge: True or False #1
(2) The student applies English language arts in professional communications projects. The student is expected to:	(A) demonstrate use of content, technical concepts, and vocabulary	(iii) demonstrate use of vocabulary	Narrative: Pgs. 55-56 Considering Vocabulary, Pg. 74 Grammar in Informal Writing, Pg. 85 Style and Tone Activity: Chapter 5 Test Your Knowledge: True or False #2, Short Answer #1, #12, Chapter 6 Test Your Knowledge: True or False #1, Chapter 6 Read and Write, Chapter 6 Create and Design, Chapter 7 Create and Design, Chapter 7 Test Your Knowledge: Short Answer #3, Chapter 7 Listen and Speak
(2) The student applies English language arts in professional communications projects. The student is expected to:	(B) use correct grammar, punctuation, and terminology to write and edit documents	(i) use correct grammar to write documents	Narrative: Pgs. 57-60 Foundations of Grammar; Pg. 62 Figure 5.7 #3, Pg. 74 Grammar in Informal Writing, Pg. 85 Grammar Activity: Chapter 5 Test Your Knowledge: Short Answer #1; Chapter 5 Listen and Speak, Chapter 6 Test Your Knowledge: True or False #4, Chapter 6 Read and Write, Chapter 6 Create and Design, Chapter 7 Test Your Knowledge: Short Answer #3, Chapter 7 Create and Design
(2) The student applies English language arts in professional communications projects. The student is expected to:	(B) use correct grammar, punctuation, and terminology to write and edit documents	(ii) use correct grammar to edit documents	Narrative: Pgs. 57-60 Foundations of Grammar; Pg. 68 Final Considerations, Pg. 74 Grammar in Informal Writing, Pg. 98 Editing Formal Documents Activity: Chapter 5 Test Your Knowledge: Short Answer #2; Chapter 5 Create and Design- Part 3: Editing Checklist, Chapter 6 Test Your Knowledge: True or False #7, Chapter 6 Read and Write, Chapter 6 Create and Design, Chapter 7 Test Your Knowledge: True or False #5 Short Answer #3, Chapter 7 Create and Design
(2) The student applies English language arts in professional communications projects. The student is expected to:	(B) use correct grammar, punctuation, and terminology to write and edit documents	(iii) use correct punctuation to write documents	Narrative: Pg. 58 Punctuation; Pg. 59 End Punctuation; Pgs. 59-60 Internal Punctuation; Pg. 62 Figure 5.7 #3, Pg. 74 Grammar in Informal Writing, Pg. 85 Grammar Activity: Chapter 5 Test Your Knowledge: Short Answer #1; Chapter 5 Listen and Speak, Chapter 6 Test Your Knowledge: True or False #4, Chapter 6 Read and Write, Chapter 6 Create and Design, Chapter 7 Test Your Knowledge: Short Answer #3, Chapter 7 Create and Design
(2) The student applies English language arts in professional communications projects. The student is expected to:	(B) use correct grammar, punctuation, and terminology to write and edit documents	(iv) use correct punctuation to edit documents	Narrative: Pg. 58 Punctuation; Pg. 59 End Punctuation; Pgs. 59-60 Internal Punctuation; Pg. 68 Final Considerations, Pg. 74 Grammar in Informal Writing, Pg. 98 Editing Formal Documents Activity: Chapter 5 Test Your Knowledge: Short Answer #2; Chapter 5 Create and Design- Part 3: Editing Checklist Chapter 6 Test Your Knowledge: True or False #7, Chapter 6 Read and Write, Chapter 6 Create and Design, Chapter 7 Test Your Knowledge: True or False #5 Short Answer #3, Chapter 7 Create and Design

Knowledge and Skill Statement	Student Expectation	Breakout	Narrative/Activity
(2) The student applies English language arts in professional communications projects. The student is expected to:	(B) use correct grammar, punctuation, and terminology to write and edit documents	(v) use correct terminology to write documents	Narrative: Pgs. 55-56 Considering Vocabulary; Pg. 62 Figure 5.7 #3; Pg. 65 Editing bullet #1, Pg. 74 Grammar in Informal Writing, Pg. 85 Style and Tone Activity: Chapter 5 Test Your Knowledge: Short Answer #1, Chapter 6 Test Your Knowledge: True or False #4, Chapter 7 Test Your Knowledge: Short Answer #3, Chapter 7 Create and Design
(2) The student applies English language arts in professional communications projects. The student is expected to:	(B) use correct grammar, punctuation, and terminology to write and edit documents	(vi) use correct terminology to edit documents	Narrative: Pg. 65 Editing Paragraph 2; Pg. 65 Editing bullet #1; Pg. 68 Final Considerations, Pg. 74 Grammar in Informal Writing, Pg. 81 Editing Informal Documents, Pg. 98 Editing Formal Documents Activity: Chapter 5 Test Your Knowledge: Short Answer #2; Chapter 5 Create and Design- Part 3: Editing Checklist, Chapter 6 Test Your Knowledge: True or False #7, Chapter 7 Test Your Knowledge: True or False #5 Short Answer #3, Chapter 7 Create and Design
(2) The student applies English language arts in professional communications projects. The student is expected to:	(C) identify assumptions, purpose, outcomes, solutions, and propaganda techniques	(i) identify assumptions	Narrative: Pg. 44 Point of View paragraphs 7-8; Pg. 44 Point of View fourth question (What assumptions do you have about the writer?) Activity: Chapter 4 Read and Write #2
(2) The student applies English language arts in professional communications projects. The student is expected to:	(C) identify assumptions, purpose, outcomes, solutions, and propaganda techniques	(ii) identify purpose	Narrative: Pgs. 40-41 Writer's Purpose; Pg. 42 Reader's Purpose Activity: Chapter 4 Test Your Knowledge: True or False #4; Chapter 4 Listen and Speak #1, #3; Chapter 4 Create and Design #1, #2
(2) The student applies English language arts in professional communications projects. The student is expected to:	(C) identify assumptions, purpose, outcomes, solutions, and propaganda techniques	(iii) identify outcomes	Narrative: Pg. 41 Persuade Activity: Chapter 4 Test Your Knowledge: True or False #8, Short Answer #11
(2) The student applies English language arts in professional communications projects. The student is expected to:	(C) identify assumptions, purpose, outcomes, solutions, and propaganda techniques	(iv) identify solutions	Narrative: Pg. 178 Conflicts in the Workplace Activity: Chapter 13 Test Your Knowledge: True or False #1, Chapter 13 Listen and Speak
(2) The student applies English language arts in professional communications projects. The student is expected to:	(C) identify assumptions, purpose, outcomes, solutions, and propaganda techniques	(v) identify propaganda techniques	Narrative: Pg. 43 Possible Points of View paragraphs 1-5 Activity: Chapter 4 Test Your Knowledge: True or False #1, Short Answer #2; Chapter 4 Listen and Speak #5

Knowledge and Skill Statement	Student Expectation	Breakout	Narrative/Activity
(2) The student applies English language arts in professional communications projects. The student is expected to:	(D) compose and edit copy for a variety of written documents	(i) compose copy for a variety of written documents	Narrative: Pgs. 63-64 Composing, Pg. 75 Composing, Editing, and Formatting a Variety of Written Documents, Pg. 87 Composing, Editing, and Formatting Formal Written Documents Activity: Chapter 5 Test Your Knowledge: Short Answer #1, #11; Chapter 5 Create and Design, Chapter 6 Create and Design, Chapter 7 Test Your Knowledge: Short Answer #3, Chapter 7 Create and Design
(2) The student applies English language arts in professional communications projects. The student is expected to:	(D) compose and edit copy for a variety of written documents	(ii) edit copy for a variety of written documents	Narrative: Pgs. 64-65 Editing, Pg. 75 Composing, Editing, and Formatting a Variety of Written Documents, Pg. 81 Editing Informal Documents, Pg. 98 Editing Formal Documents Activity: Chapter 5 Test Your Knowledge: Short Answer #2, Chapter 6 Create and Design, Chapter 6 Test Your Knowledge: Short Answer #8, Chapter 7 Test Your Knowledge: Short Answer #3, Chapter 7 Create and Design
(2) The student applies English language arts in professional communications projects. The student is expected to:	(E) evaluate oral and written information	(i) evaluate oral information	Narrative: Pg. 104 Oral Information, Pg. 105 Technology & Communication, Pg. 126 Evaluating Formal Presentations, Pg. 131 The Listening Process-Evaluating Activity: Chapter 8 Test Your Knowledge: True or False #9, Chapter 8 Create and Design, Chapter 9 Test Your Knowledge: Short Answer #1 and #9, Chapter 9 Listen and Speak, Chapter 9 Create and Design, Chapter 10 Test Your Knowledge: True or False #10
(2) The student applies English language arts in professional communications projects. The student is expected to:	(E) evaluate oral and written information	(ii) evaluate written information	Narrative: Pg. 42 Reader's Purpose paragraph 1 Activity: Chapter 4 Test Your Knowledge: Short Answer #3; Chapter 4 Create and Design
(2) The student applies English language arts in professional communications projects. The student is expected to:	(F) research topics for the preparation of oral and written communications	(i) research topics for the preparation of oral communications	Narrative: Pg. 105 Researching Informal Professional Presentations, Pg. 117 Identifying a Presentation Topic Activity: Chapter 8 Test Your Knowledge: True or False #4, Chapter 8 Listen and Speak, Chapter 9 Test Your Knowledge: True or False #3, Chapter 9 Create and Design, Chapter 11 Listen and Speak
(2) The student applies English language arts in professional communications projects. The student is expected to:	(F) research topics for the preparation of oral and written communications	(ii) research topics for the preparation of written communications	Narrative: Pgs. 61-63 Planning; Pg. 61 Figure 5.6; Pg. 62 Figure 5.7; Pg. 63 Figure 5.8; Pg. 65 Editing bullet #5 Activity: Chapter 5 Test Your Knowledge: Short Answer #5; Chapter 5 Create and Design
(3) The student applies professional communications strategies. The student is expected to:	(A) adapt language for audience, purpose, situation, and intent	(i) adapt language for audience	Narrative: Pg. 53 Defining Purpose and Audience; Pg. 54 Adapting Language; Pg. 61 Planning- Who will you be writing for?; Pg. 65 Editing bullet #3, Pg. 72 Audience and Purpose, Pg. 74 Grammar in Informal Writing, Pg. 84 Audience and Purpose Activity: Chapter 5 Test Your Knowledge: Short Answer #1; Chapter 5 Create and Design- Editing Checklist, Chapter 6 Create and Design, Chapter 6 Listen and Speak, Chapter 6 Test Your Knowledge: True or False #1, Chapter 7 Test Your Knowledge: Short Answer #4
(3) The student applies professional communications strategies. The student is expected to:	(A) adapt language for audience, purpose, situation, and intent	(ii) adapt language for purpose	Narrative: Pg. 53 Defining Purpose and Audience; Pg. 54 Adapting Language; Pg. 61 Planning- Why are you writing?; Pg. 65 Editing bullet #4, Pg. 72 Audience and Purpose, Pg. 74 Grammar in Informal Writing, Pg. 84 Audience and Purpose Activity: Chapter 5 Test Your Knowledge: Short Answer #1; Chapter 5 Create and Design- Part 3: Editing Checklist, Chapter 6 Create and Design, Chapter 6 Read and Write, Chapter 6 Test Your Knowledge: True or False #1, Chapter 7 Test Your Knowledge: Short Answer #4

Knowledge and Skill Statement	Student Expectation	Breakout	Narrative/Activity
(3) The student applies professional communications strategies. The student is expected to:	(A) adapt language for audience, purpose, situation, and intent	(iii) adapt language for situation	Narrative: Pg. 53 Figure 5.1; Pg. 54 Adapting Language; Pg. 65 Editing bullet #2, Pg. 72 Audience and Purpose, Pg. 74 Grammar in Informal Writing, Pg. 84 Situation and Intent Activity: Chapter 5 Test Your Knowledge: Short Answer #1; Chapter 5 Create and Design- Part 3: Editing Checklist, Chapter 6 Read and Write, Chapter 6 Test Your Knowledge: True or False #1, Chapter 7 Test Your Knowledge: Short Answer #4
(3) The student applies professional communications strategies. The student is expected to:	(A) adapt language for audience, purpose, situation, and intent	(iv) adapt language for intent	Narrative: Pg. 54 Adapting Language; Pg. 65 Editing bullet #2, Pg. 72 Audience and Purpose, Pg. 74 Grammar in Informal Writing, Pg. 84 Situation and Intent Activity: Chapter 5 Test Your Knowledge: Short Answer #1; Chapter 5 Create and Design- Part 3: Editing Checklist Chapter 6 Listen and Speak, Chapter 6 Test Your Knowledge: True or False #1, Chapter 7 Test Your Knowledge: Short Answer #4
(3) The student applies professional communications strategies. The student is expected to:	(B) organize oral and written information	(i) organize oral information	Narrative: Pg. 104 Oral Information, Pg. 108 Organization Strategies, Pg. 119 Organizing Information, Pg. 118 Collecting Information Sources Activity: Chapter 8 Test Your Knowledge: True or False #8, Chapter 8 Listen and Speak, Chapter 8 Create and Design, Chapter 9 Test Your Knowledge: True or False #2 Short Answer #2, Chapter 9 Create and Design
(3) The student applies professional communications strategies. The student is expected to:	(B) organize oral and written information	(ii) organize written information	Narrative: Pgs. 61-62 Planning; Pg. 62 Figure 5.7; Pg. 65 Editing bullet #6, Pg. 73 Follow the Process, Pg. 87 Writing and Formatting Formal Reports, Pg. 91 Writing and Formatting Letters, Pg. 94 Writing and Formatting Technical Documents Activity: Chapter 5 Test Your Knowledge: True or False #6; Chapter 5 Create and Design, Chapter 6 Test Your Knowledge: True or False #3 Short Answer #9, Chapter 7 Test Your Knowledge: Short Answer #5, Chapter 7 Listen and Speak, Chapter 7 Create and Design
(3) The student applies professional communications strategies. The student is expected to:	(C) interpret and communicate information, data, and observations	(i) interpret information	Narrative: Pg. 44 Technology & Communication; Pg. 45 Interpreting Information Activity: Chapter 4 Read and Write #3; Chapter 4 Listen and Speak; Chapter 4 Create and Design
(3) The student applies professional communications strategies. The student is expected to:	(C) interpret and communicate information, data, and observations	(ii) communicate information	Narrative: Pgs. 61-62 Planning; Pg. 62 Figure 5.7; Pg. 64 paragraph 2, Pg. 73 Follow the Process, Pg. 87 Writing and Formatting Formal Reports, Pg. 91 Writing and Formatting Letters, Pg. 94 Writing and Formatting Technical Documents Activity: Chapter 5 Test Your Knowledge: True or False #6, Short Answer #13; Chapter 5 Create and Design, Chapter 6 Test Your Knowledge: True or False #3 Short Answer #9, Chapter 7 Test Your Knowledge: Short Answer #5 True or False #9, Chapter 7 Create and Design
(3) The student applies professional communications strategies. The student is expected to:	(C) interpret and communicate information, data, and observations	(iii) interpret data	Narrative: Pg. 44 Technology & Communication; Pg. 45 Interpreting Information; Pg. 45 Figure 4.1 Activity: Chapter 4 Test Your Knowledge: True or False #2, Short Answer #4
(3) The student applies professional communications strategies. The student is expected to:	(C) interpret and communicate information, data, and observations	(iv) communicate data	Narrative: Pg. 63 Composing paragraph 3; Pg. 64 paragraphs 1 and 2, Pg. 78 Writing and Formatting Informal Reports, Pg. 88 paragraph 1 Activity: Chapter 5 Test Your Knowledge: Short Answer #10, #13, Chapter 6 Test Your Knowledge: True or False #6 Short Answer #9, Chapter 7 Test Your Knowledge: True or False #10
(3) The student applies professional communications strategies. The student is expected to:	(C) interpret and communicate information, data, and observations	(v) interpret observations	Narrative: Pg. 44 Technology & Communication sentence 1; Pg. 45 Interpreting Information paragraph 1 Activity: Chapter 4 Test Your Knowledge: Short Answer #4

Knowledge and Skill Statement	Student Expectation	Breakout	Narrative/Activity
(3) The student applies professional communications strategies. The student is expected to:	(C) interpret and communicate information, data, and observations	(vi) communicate observations	Narrative: Pg. 63 Composing paragraph 3; Pg. 64 paragraphs 1 and 2, Pg. 78 Writing and Formatting Informal Reports, Pg. 88 paragraph 1 Activity: Chapter 5 Test Your Knowledge: Short Answer #10, #13, Chapter 6 Test Your Knowledge: True or False #6 Short Answer #9, Chapter 7 Test Your Knowledge: True or False #10
(3) The student applies professional communications strategies. The student is expected to:	(D) deliver formal and informal presentations	(i) deliver formal presentations	Narrative: 122 Conducting Formal Professional Presentations Activity: Chapter 9 Test Your Knowledge: True or False #4, Chapter 9 Listen and Speak, Chapter 9 Create and Design
(3) The student applies professional communications strategies. The student is expected to:	(D) deliver formal and informal presentations	(ii) deliver informal presentations	Narrative: Pg. 111 Conducting Informal Professional Presentations Activity: Chapter 8 Test Your Knowledge: True or False #2, Chapter 8 Listen and Speak
(3) The student applies professional communications strategies. The student is expected to:	(E) apply active listening skills	(i) apply active listening skills	Narrative: Pg. 132 Specific Kinds of Listening Activity: Chapter 10 Test Your Knowledge: Short Answer #10, Chapter 10 Create and Design
(3) The student applies professional communications strategies. The student is expected to:	(F) develop and interpret tables, charts, and figures	(i) develop tables	Narrative: Pg. 44 Technology & Communication sentence 1; Pg. 45 Interpreting Information paragraphs 2-3; Pg. 45 Figure 4.1; Narrative: Pg. 63 Composing paragraph 3; Pg. 64 paragraphs 1 and 2; Pg. 65 Editing bullet #9, 89 Body paragraph 2 Activity: Chapter 4 Test Your Knowledge: Short Answer #4, #5; Chapter 5 Create and Design- Part 2: Composing, Chapter 7 Test Your Knowledge: True or False #9, Chapter 7 Create and Design
(3) The student applies professional communications strategies. The student is expected to:	(F) develop and interpret tables, charts, and figures	(ii) interpret tables	Narrative: Pg. 44 Technology & Communication sentence 1; Pg. 45 Interpreting Information paragraphs 2-3; Pg. 45 Figure 4.1; Narrative: Pg. 63 Composing paragraph 3; Pg. 64 paragraphs 1 and 2; Pg. 65 Editing bullet #9, 89 Body paragraph 2 Activity: Chapter 4 Test Your Knowledge: Short Answer #4, #5; Chapter 5 Create and Design- Part 2: Composing, Chapter 7 Test Your Knowledge: True or False #9, Chapter 7 Create and Design
(3) The student applies professional communications strategies. The student is expected to:	(F) develop and interpret tables, charts, and figures	(iii) develop charts	Narrative: Pg. 63 Composing paragraph 3; Pg. 64 paragraphs 1 and 2; Pg. 65 Editing bullet #9, 89 Body paragraph 2 Activity: Chapter 5 Create and Design- Part 2: Composing, Chapter 7 Test Your Knowledge: True or False #9, Chapter 7 Create and Design
(3) The student applies professional communications strategies. The student is expected to:	(F) develop and interpret tables, charts, and figures	(iv) interpret charts	Narrative: Pg. 63 Composing paragraph 3; Pg. 64 paragraphs 1 and 2; Pg. 65 Editing bullet #9, 89 Body paragraph 2 Activity: Chapter 5 Create and Design- Part 2: Composing, Chapter 7 Test Your Knowledge: True or False #9, Chapter 7 Create and Design
(3) The student applies professional communications strategies. The student is expected to:	(F) develop and interpret tables, charts, and figures	(v) develop figures	Narrative: Pg. 44 Technology & Communication sentence 1; Pg. 45 Interpreting Information paragraphs 2-3; Pg. 45 Figure 4.1; Pg. 63 Composing paragraph 3; Pg. 64 paragraphs 1 and 2; Pg. 65 Editing bullet #9, 89 Body paragraph 2 Activity: Chapter 4 Test Your Knowledge: Short Answer #4, #5; Chapter 5 Create and Design- Part 2: Composing, Chapter 7 Test Your Knowledge: True or False #9, Chapter 7 Create and Design

Knowledge and Skill Statement	Student Expectation	Breakout	Narrative/Activity
(3) The student applies professional communications strategies. The student is expected to:	(F) develop and interpret tables, charts, and figures	(vi) interpret figures	Narrative: Pg. 44 Technology & Communication sentence 1; Pg. 45 Interpreting Information paragraphs 2-3; Pg. 45 Figure 4.1 Activity: Chapter 4 Test Your Knowledge: Short Answer #4, #5
(3) The student applies professional communications strategies. The student is expected to:	(G) listen to and speak with diverse individuals	(i) listen to diverse individuals	Narrative: Pg. 12 Case Study: Ethics in Action; Pgs. 14-15 Cultural Diversity in the Workplace, Pg. 138 Attentive Listening in Leadership-Set Aside Personal Bias, Pg. 130 The Listening Process, Pg. 170 Diversity in the Workplace Activity: Chapter 1 Test Your Knowledge: True or False #2; Chapter 1 Read and Write, Chapter 10 Test Your Knowledge: True or False #6, Chapter 13 Test Your Knowledge: Short Answer #1
(3) The student applies professional communications strategies. The student is expected to:	(G) listen to and speak with diverse individuals	(ii) speak with diverse individuals	Narrative: Pg. 12 Case Study: Ethics in Action; Pgs. 14-15 Cultural Diversity in the Workplace, Pg. 170 Diversity in the Workplace Activity: Chapter 1 Test Your Knowledge: True or False #2; Chapter 1 Read and Write, Chapter 13 Test Your Knowledge: Short Answer #1, Chapter 13 Read and Write
(3) The student applies professional communications strategies. The student is expected to:	(H) exhibit public relations skills	(i) exhibit public relations skills	Narrative: Pg. 175 Figure 13.1 Activity: Chapter 13 Test Your Knowledge: True or False \$6
(4) The student understands and examines problem-solving methods. The student is expected to:	(A) employ critical-thinking skills independently and in groups	(i) employ critical-thinking skills independently	Narrative: Pg. 171 Working in Professional Groups Activity: Chapter 13 Test Your Knowledge: Short Answer #2
(4) The student understands and examines problem-solving methods. The student is expected to:	(A) employ critical-thinking skills independently and in groups	(ii) employ critical-thinking skills in groups	Narrative: Pg. 171 Working in Professional Groups Activity: Chapter 13 Test Your Knowledge: Short Answer #2
(4) The student understands and examines problem-solving methods. The student is expected to:	(B) employ interpersonal skills in groups to solve problems	(i) employ interpersonal skills in groups to solve problems	Narrative: Pg. 171 Working in Professional Groups Activity: Chapter 13 Test Your Knowledge: Short Answer #2, Chapter 13 Create and Design
(5) The student uses technology applications and processes. The student is expected to:	(A) use technology applications such as social media, email, Internet, writing and publishing, presentation, and spreadsheet or database applications for audio and video production projects	(i) use technology applications for audio production projects	Narrative: Pg. 125 Audio Activity: Chapter 9 Test Your Knowledge: Short Answer #6

Knowledge and Skill Statement	Student Expectation	Breakout	Narrative/Activity
(5) The student uses technology applications and processes. The student is expected to:	(A) use technology applications such as social media, email, Internet, writing and publishing, presentation, and spreadsheet or database applications for audio and video production projects	(ii) use technology applications for video production projects	Narrative: Pg. 124 Video Activity: Chapter 9 Test Your Knowledge: Short Answer #6
(5) The student uses technology applications and processes. The student is expected to:	(B) use processes such as personal information management, file management, and file sharing	(i) use processes	Narrative: Pg. 176 Group Processes, Pg. 178 Figure 13.3, Pg. 186 Leadership Techniques Activity: Chapter 13 Test Your Knowledge: True or False #4, Chapter 13 Create and Design, Chapter 14 Test Your Knowledge: Short Answer #8
(6) The student understands communications systems. The student is expected to:	(A) describe the nature and types of businesses	(i) describe the nature of businesses	Narrative: Pg. 6 Career Clusters, last two sentences Activity: Chapter 1 Test Your Knowledge: Short Answer #1
(6) The student understands communications systems. The student is expected to:	(A) describe the nature and types of businesses	(ii) describe the types of businesses	Narrative: Pg. 6 Career Clusters, last two sentences; Pg. 7 Figure 1.2 Activity: Chapter 1 Test Your Knowledge: Short Answer #1
(6) The student understands communications systems. The student is expected to:	(B) analyze and summarize the history and evolution of the various related fields of study	(i) analyze the history of the various related fields of study	Narrative: Pg. 8 From Caves to Careers; Pgs. 8-9 Figure 1.3; Pg. 9 Past, Present, and Future Activity: Chapter 1 Test Your Knowledge: True or False #4, Short Answer #8; Chapter 1 Create and Design
(6) The student understands communications systems. The student is expected to:	(B) analyze and summarize the history and evolution of the various related fields of study	(ii) summarize the history of the various related fields of study	Narrative: Pg. 8 From Caves to Careers; Pgs. 8-9 Figure 1.3; Pg. 9 Past, Present, and Future Activity: Chapter 1 Test Your Knowledge: True or False #4, Short Answer #8; Chapter 1 Create and Design
(6) The student understands communications systems. The student is expected to:	(B) analyze and summarize the history and evolution of the various related fields of study	(iii) analyze the evolution of the various related fields of study	Narrative: Pg. 8 From Caves to Careers; Pgs. 8-9 Figure 1.3; Pg. 9 Past, Present, and Future Activity: Chapter 1 Test Your Knowledge: True or False #4, Short Answer #8; Chapter 1 Create and Design
(6) The student understands communications systems. The student is expected to:	(B) analyze and summarize the history and evolution of the various related fields of study	(iv) summarize the evolution of the various related fields of study	Narrative: Pg. 8 From Caves to Careers; Pgs. 8-9 Figure 1.3; Pg. 9 Past, Present, and Future Activity: Chapter 1 Test Your Knowledge: True or False #4, Short Answer #8; Chapter 1 Create and Design

Knowledge and Skill Statement	Student Expectation	Breakout	Narrative/Activity
(6) The student understands communications systems. The student is expected to:	(C) analyze the economic base in order to demonstrate an understanding of the economic factors influencing the industry as a whole	(i) analyze the economic base in order to demonstrate an understanding of the economic factors influencing the industry as a whole	Narrative: Pg. 8 From Caves to Careers paragraph 1 Activity: Chapter 1 Test Your Knowledge: Short Answer #2
(7) The student applies safety regulations. The student is expected to:	(A) implement personal and classroom safety rules and regulations	(i) implement personal safety rules and regulations	Narrative: Pg. 179 Safety in the Workplace Activity: Chapter 13 Test Your Knowledge: True or False #2, Chapter 13 Create and Design
(7) The student applies safety regulations. The student is expected to:	(A) implement personal and classroom safety rules and regulations	(ii) implement classroom safety rules and regulations	Narrative: Pg. 179 Safety in the Workplace Activity: Chapter 13 Test Your Knowledge: True or False #2, Chapter 13 Create and Design
(7) The student applies safety regulations. The student is expected to:	(B) follow emergency procedures as needed	(i) follow emergency procedures as needed	Narrative: Pg. 179 Safety in the Workplace Activity: Chapter 13 Test Your Knowledge: True or False #2, Chapter 13 Create and Design
(8) The student identifies and develops leadership characteristics. The student is expected to:	(A) identify leadership characteristics	(i) identify leadership characteristics	Narrative: Pg. 184 Leadership Characteristics, Pg. 196 Leadership and Management, Pg. 207 Assessing Leadership Characteristics Activity: Chapter 14 Test Your Knowledge: Short Answer #1, Chapter 14 Listen and Speak, Chapter 15 Test Your Knowledge: True or False #1 Short Answer #1, Chapter 15 Listen and Speak, Chapter 16 Test Your Knowledge: True or False #1 Short Answer #1, Chapter 16 Listen and Speak, Chapter 16 Create and Design
(8) The student identifies and develops leadership characteristics. The student is expected to:	(B) participate in student leadership and professional development activities	(i) participate in student leadership activities	Narrative: Pg. 193 Participating in Leadership Activities, Pg. 196 Leadership and Management Activity: Chapter 14 Test Your Knowledge: True or False #6, Chapter 15 Test Your Knowledge: Short Answer #2
(8) The student identifies and develops leadership characteristics. The student is expected to:	(B) participate in student leadership and professional development activities	(ii) participate in professional development activities	Narrative: Pg. 193 Participating in Leadership Activities, Pg. 203 paragraph 1 Activity: Chapter 14 Test Your Knowledge: True or False #4, Chapter 15 Test Your Knowledge: Short Answer #2 True or False #2
(9) The student applies ethical decision making and understands and complies with laws regarding use of technology in communications. The student is expected to:	(A) exhibit ethical conduct	(i) exhibit ethical conduct	Narrative: Pgs. 11-12 Ethics in Communication Activity: Chapter 1 Test Your Knowledge: Short Answer #3

Knowledge and Skill Statement	Student Expectation	Breakout	Narrative/Activity
(9) The student applies ethical decision making and understands and complies with laws regarding use of technology in communications. The student is expected to:	(B) discuss copyright laws in relation to fair use and duplication of materials	(i) discuss copyright laws in relation to fair use of materials	Narrative: Pg. 13 Copyright and Fair Use; Pg. 13 Figure 1.5 Activity: Chapter 1 Test Your Knowledge: Short Answer #4
(9) The student applies ethical decision making and understands and complies with laws regarding use of technology in communications. The student is expected to:	(B) discuss copyright laws in relation to fair use and duplication of materials	(ii) discuss copyright laws in relation to duplication of materials	Narrative: Pg. 13 Copyright and Fair Use; Pg. 13 Figure 1.5 Activity: Chapter 1 Test Your Knowledge: Short Answer #4
(9) The student applies ethical decision making and understands and complies with laws regarding use of technology in communications. The student is expected to:	(C) analyze the impact of communications on society	(i) analyze the impact of communications on society	Narrative: Pg. 4 What is Professional Communication?; Pg. 12 Ethics in Communication paragraph 3 Activity: Chapter 1 Test Your Knowledge: Short Answer #5
(9) The student applies ethical decision making and understands and complies with laws regarding use of technology in communications. The student is expected to:	(D) understand and exhibit digital citizenship	(i) understand digital citizenship	Narrative: Pg. 10 Digital Citizenship; Pg. 10 Figure 1.4; Pg. 11 Technology & Communication Activity: Chapter 1 Test Your Knowledge: True or False #2, Short Answer #6
(9) The student applies ethical decision making and understands and complies with laws regarding use of technology in communications. The student is expected to:	(D) understand and exhibit digital citizenship	(ii) exhibit digital citizenship	Narrative: Pg. 10 Digital Citizenship; Pg. 10 Figure 1.4; Pg. 11 Technology & Communication Activity: Chapter 1 Test Your Knowledge: True or False #2, Short Answer #6
(10) The student applies technical skills for efficiency. The student is expected to:	(A) employ planning and time-management skills to relate to professional communications	(i) employ planning skills to relate to professional communications	Narrative: Pg. 148 Employment Planning Activity: Chapter 11 Create and Design
(10) The student applies technical skills for efficiency. The student is expected to:	(A) employ planning and time-management skills to relate to professional communications	(ii) employ time-management skills to relate to professional communications	Narrative: Pg. 146 Skills Needed for Employment Activity: Chapter 11 Test Your Knowledge: True or False #7 Short Answer #4

Knowledge and Skill Statement	Student Expectation	Breakout	Narrative/Activity
(10) The student applies technical skills for efficiency. The student is expected to:	(B) use technology to enhance productivity	(i) use technology to enhance productivity	Narrative: Pg. 10 Communicating in the Global Workplace Activity: Chapter 1 Test Your Knowledge: Short Answer #7
(11) The student develops an understanding of professional communications through exploration of the Arts, Audio/Video Technology, and Communications Career Cluster. The student is expected to:	(A) develop an understanding of the evolution of the arts, audio/video technology, and communications career field, including the history, foundation elements, principles, and communicative effects	(i) develop an understanding of the evolution of the arts, audio/video technology and communications career field, including the history	Narrative: Pg. 6 Career Clusters first two sentences; Pg. 6 Figure 1.1; Pg. 8 From Caves to Careers; Pgs. 8-9 Figure 1.3; Pg. 9 Past, Present, and Future Activity: Chapter 1 Test Your Knowledge: True or False #4, Short Answer #8; Chapter 1 Listen and Speak
(11) The student develops an understanding of professional communications through exploration of the Arts, Audio/Video Technology, and Communications Career Cluster. The student is expected to:	(A) develop an understanding of the evolution of the arts, audio/video technology, and communications career field, including the history, foundation elements, principles, and communicative effects	(ii) develop an understanding of the evolution of the arts, audio/video technology and communications career field, including the foundation elements	Narrative: Pg. 8 From Caves to Careers; Pgs. 8-9 Figure 1.3; Pg. 9 Past, Present, and Future Activity: Chapter 1 Test Your Knowledge: True or False #4, Short Answer #8; Chapter 1 Listen and Speak
(11) The student develops an understanding of professional communications through exploration of the Arts, Audio/Video Technology, and Communications Career Cluster. The student is expected to:	(A) develop an understanding of the evolution of the arts, audio/video technology, and communications career field, including the history, foundation elements, principles, and communicative effects	(iii) develop an understanding of the evolution of the arts, audio/video technology and communications career field, including the principles	Narrative: Pg. 8 From Caves to Careers; Pgs. 8-9 Figure 1.3; Pg. 9 Past, Present, and Future Activity: Chapter 1 Test Your Knowledge: True or False #4, Short Answer #8; Chapter 1 Listen and Speak
(11) The student develops an understanding of professional communications through exploration of the Arts, Audio/Video Technology, and Communications Career Cluster. The student is expected to:	(A) develop an understanding of the evolution of the arts, audio/video technology, and communications career field, including the history, foundation elements, principles, and communicative effects	(iv) develop an understanding of the evolution of the arts, audio/video technology and communications career field, including the communicative effects	Narrative: Pg. 8 From Caves to Careers; Pgs. 8-9 Figure 1.3; Pg. 9 Past, Present, and Future Activity: Chapter 1 Test Your Knowledge: True or False #4, Short Answer #8; Chapter 1 Listen and Speak
(11) The student develops an understanding of professional communications through exploration of the Arts, Audio/Video Technology, and Communications Career Cluster. The student is expected to:	(B) demonstrate knowledge of the communication process, including the characteristics of oral language, types and effects of nonverbal communication, effective nonverbal strategies such as a firm handshake, direct eye contact, and appropriate use of space and distance	(i) demonstrate knowledge of the communication process, including the characteristics of oral language	Narrative: Pgs. 22-23 Verbal Communication; Pg. 30 Interpersonal Communication second bullet; Pg. 33 Career Connections paragraph 2 Activity: Chapter 2 Test Your Knowledge: True or False #3, #6, and #9, Short Answer #4; Chapter 3 Test Your Knowledge: True or False #8

Knowledge and Skill Statement	Student Expectation	Breakout	Narrative/Activity
(11) The student develops an understanding of professional communications through exploration of the Arts, Audio/Video Technology, and Communications Career Cluster. The student is expected to:	(B) demonstrate knowledge of the communication process, including the characteristics of oral language, types and effects of nonverbal communication, effective nonverbal strategies such as a firm handshake, direct eye contact, and appropriate use of space and distance	(ii) demonstrate knowledge of the communication process, including the types of nonverbal communication	Narrative: Pg. 24 Nonverbal Communication; Pg. 30 Interpersonal Communication third bullet Activity: Chapter 2 Test Your Knowledge: True or False #4 and #8, Short Answer #3; Chapter 2 Listen and Speak; Chapter 3 Test Your Knowledge: True or False #4; Chapter 3 Read and Write #2
(11) The student develops an understanding of professional communications through exploration of the Arts, Audio/Video Technology, and Communications Career Cluster. The student is expected to:	(B) demonstrate knowledge of the communication process, including the characteristics of oral language, types and effects of nonverbal communication, effective nonverbal strategies such as a firm handshake, direct eye contact, and appropriate use of space and distance	(iii) demonstrate knowledge of the communication process, including the effects of nonverbal communication	Narrative: Pg. 24 Nonverbal Communication; Pg. 30 Interpersonal Communication third bullet Activity: Chapter 2 Test Your Knowledge: True or False #4 and #8, Short Answer #3; Chapter 2 Listen and Speak; Chapter 3 Test Your Knowledge: True or False #4; Chapter 3 Read and Write #2
(11) The student develops an understanding of professional communications through exploration of the Arts, Audio/Video Technology, and Communications Career Cluster. The student is expected to:	(B) demonstrate knowledge of the communication process, including the characteristics of oral language, types and effects of nonverbal communication, effective nonverbal strategies such as a firm handshake, direct eye contact, and appropriate use of space and distance	(iv) demonstrate knowledge of the communication process, including effective nonverbal strategies	Narrative: Pg. 24 Nonverbal Communication Activity: Chapter 2 Test Your Knowledge: True or False #4 and #8, Short Answer #3; Chapter 2 Listen and Speak; Chapter 3 Test Your Knowledge: True or False #4; Chapter 3 Read and Write #2
(11) The student develops an understanding of professional communications through exploration of the Arts, Audio/Video Technology, and Communications Career Cluster. The student is expected to:	(C) demonstrate knowledge of the components of the listening process and specific kinds of listening such as critical, deliberative, and empathetic	(i) demonstrate knowledge of the components of the listening process	Narrative: Pg. 23 Verbal Communication paragraph 2; Pg. 30 Interpersonal Communication first bullet, Pg. 130 The Listening Process Activity: Chapter 2 Test Your Knowledge: True or False #3; Chapter 2 Listen and Speak; Chapter 3 Test Your Knowledge: True or False #9; Chapter 3 Read and Write #3, Chapter 10 Read and Write, Chapter 10 Create and Design
(11) The student develops an understanding of professional communications through exploration of the Arts, Audio/Video Technology, and Communications Career Cluster. The student is expected to:	(C) demonstrate knowledge of the components of the listening process and specific kinds of listening such as critical, deliberative, and empathetic	(ii) demonstrate knowledge of the components of specific kinds of listening	Narrative: Pg. 23 Verbal Communication second and paragraph 3s; Pg. 30 Interpersonal Communication first bullet, Pg. 132 Specific Kinds of Listening Activity: Chapter 2 Read and Write; Chapter 2 Listen and Speak; Chapter 3 Test Your Knowledge: True or False #9; Chapter 3 Read and Write #3, Chapter 10 Read and Write, Chapter 10 Create and Design

Knowledge and Skill Statement	Student Expectation	Breakout	Narrative/Activity
(11) The student develops an understanding of professional communications through exploration of the Arts, Audio/Video Technology, and Communications Career Cluster. The student is expected to:	(D) identify and analyze ethical and social responsibilities of communicators	(i) identify ethical responsibilities of communicators	Narrative: Pg. 11 Ethics in Communication; Pg. 12 Case Study: Ethics in Action, Pg. 190 Social and Ethical Responsibilities of Leaders, Pg. 198 Ethical Responsibilities, Pg. 203 Case Study, Pg. 211 Ethical Responsibilities Activity: Chapter 1 Test Your Knowledge: True or False #5, Short Answer #3; Chapter 1 Read and Write; Chapter 1 Listen and Speak, Chapter 14 Test Your Knowledge: True or False #3, Chapter 14 Create and Design, Chapter 15 Test Your Knowledge: Short Answer #3, Chapter 15 Listen and Speak, Chapter 15 Create and Design, Chapter 16 Test Your Knowledge: Short Answer #2 True or False #2, Chapter 16 Listen and Speak, Chapter 16 Create and Design
(11) The student develops an understanding of professional communications through exploration of the Arts, Audio/Video Technology, and Communications Career Cluster. The student is expected to:	(D) identify and analyze ethical and social responsibilities of communicators	(ii) analyze ethical responsibilities of communicators	Narrative: Pg. 11 Ethics in Communication; Pg. 12 Case Study: Ethics in Action, Pg. 190 Social and Ethical Responsibilities of Leaders, Pg. 198 Ethical Responsibilities, Pg. 203 Case Study, Pg. 211 Ethical Responsibilities Activity: Chapter 1 Test Your Knowledge: True or False #5, Short Answer #3; Chapter 1 Read and Write; Chapter 1 Listen and Speak, Chapter 14 Test Your Knowledge: True or False #3, Chapter 14 Create and Design, Chapter 15 Test Your Knowledge: Short Answer #3, Chapter 15 Listen and Speak, Chapter 16 Test Your Knowledge: Short Answer #2 True or False #2, Chapter 16 Listen and Speak, Chapter 16 Create and Design
(11) The student develops an understanding of professional communications through exploration of the Arts, Audio/Video Technology, and Communications Career Cluster. The student is expected to:	(D) identify and analyze ethical and social responsibilities of communicators	(iii) identify social responsibilities of communicators	Narrative: Pg. 11 Ethics in Communication; Pg. 12 Case Study: Ethics in Action, Pg. 190 Social and Ethical Responsibilities of Leaders, Pg. 198 Social Responsibilities, Pg. 203 Case Study, Pg. 209 Social Responsibilities Activity: Chapter 1 Test Your Knowledge: True or False #5, Short Answer #3; Chapter 1 Read and Write; Chapter 1 Listen and Speak, Chapter 14 Test Your Knowledge: True or False #2, Chapter 15 Test Your Knowledge: Short Answer #3, Chapter 15 Listen and Speak, Chapter 16 Test Your Knowledge: Short Answer #2 True or False #3, Chapter 16 Read and Write, Chapter 16 Listen and Speak, Chapter 16 Create and Design
(11) The student develops an understanding of professional communications through exploration of the Arts, Audio/Video Technology, and Communications Career Cluster. The student is expected to:	(D) identify and analyze ethical and social responsibilities of communicators	(iv) analyze social responsibilities of communicators	Narrative: Pg. 11 Ethics in Communication; Pg. 12 Case Study: Ethics in Action, Pg. 190 Social and Ethical Responsibilities of Leaders, Pg. 198 Social Responsibilities, Pg. 203 Case Study, Pg. 209 Social Responsibilities Activity: Chapter 1 Test Your Knowledge: Short Answer #6; Chapter 1 Listen and Speak, Chapter 14 Test Your Knowledge: True or False #2, Chapter 15 Test Your Knowledge: Short Answer #3, Chapter 15 Listen and Speak, Chapter 16 Test Your Knowledge: Short Answer #2 True or False #3, Chapter 16 Read and Write, Chapter 16 Listen and Speak, Chapter 16 Create and Design
(11) The student develops an understanding of professional communications through exploration of the Arts, Audio/Video Technology, and Communications Career Cluster. The student is expected to:	(E) demonstrate knowledge of various communication processes in professional contexts, including using effective communication skills; analyzing standards for appropriate use of informal, standard, and technical language; making appropriate and important communication decisions based on accurate and complete information; and recognizing and analyzing appropriate channels of communication in organizations	(i) demonstrate knowledge of various communication processes in professional contexts, including using effective communication skills	Narrative: Pg. 20 Effective Communications Skills; Pg. 30 Communication Process; Pg. 30 Figure 3.1; Pgs. 31-33 Steps of the Communication Process; Pg. 52 Appropriate Use of Language paragraph 1, Pg. 74 Language Style and Tone, Pg. 87 Composing, Editing, and Formatting Formal Written Documents Activity: Chapter 2 Test Your Knowledge: True or False #3; Chapter 2 Listen and Speak; Chapter 3 Test Your Knowledge: Short Answer #2; Chapter 5 Test Your Knowledge: Short Answer #3, Chapter 6 Test Your Knowledge: Short Answer #1, Chapter 7 Test Your Knowledge: Short Answer #7

Knowledge and Skill Statement	Student Expectation	Breakout	Narrative/Activity
<p>(11) The student develops an understanding of professional communications through exploration of the Arts, Audio/Video Technology, and Communications Career Cluster. The student is expected to:</p>	<p>(E) demonstrate knowledge of various communication processes in professional contexts, including using effective communication skills; analyzing standards for appropriate use of informal, standard, and technical language; making appropriate and important communication decisions based on accurate and complete information; and recognizing and analyzing appropriate channels of communication in organizations</p>	<p>(ii) demonstrate knowledge of various communication processes in professional contexts, including analyzing standards for appropriate use of informal language</p>	<p>Narrative: Pg. 25 Informal Language; Pgs. 52-53 Appropriate Use of Language, Pg. 74 Language Style and Tone Activity: Chapter 2 Test Your Knowledge: True or False #1, Short Answer #1; Chapter 2 Create and Design; Chapter 5 Test Your Knowledge: Short Answer #7, Chapter 6 Test Your Knowledge: Short Answer #2</p>
<p>(11) The student develops an understanding of professional communications through exploration of the Arts, Audio/Video Technology, and Communications Career Cluster. The student is expected to:</p>	<p>(E) demonstrate knowledge of various communication processes in professional contexts, including using effective communication skills; analyzing standards for appropriate use of informal, standard, and technical language; making appropriate and important communication decisions based on accurate and complete information; and recognizing and analyzing appropriate channels of communication in organizations</p>	<p>(iii) demonstrate knowledge of various communication processes in professional contexts, including analyzing standards for appropriate use of standard language</p>	<p>Narrative: Pg. 21 Written Communication; Pgs. 52-53 Appropriate Use of Language, Pg. 74 Language Style and Tone, Pg. 85 Grammar Activity: Chapter 2 Test Your Knowledge: True or False #2; Chapter 5 Test Your Knowledge: Short Answer #7, Chapter 6 Test Your Knowledge: Short Answer #2, Chapter 6 Test Your Knowledge: True or False #8</p>
<p>(11) The student develops an understanding of professional communications through exploration of the Arts, Audio/Video Technology, and Communications Career Cluster. The student is expected to:</p>	<p>(E) demonstrate knowledge of various communication processes in professional contexts, including using effective communication skills; analyzing standards for appropriate use of informal, standard, and technical language; making appropriate and important communication decisions based on accurate and complete information; and recognizing and analyzing appropriate channels of communication in organizations</p>	<p>(iv) demonstrate knowledge of various communication processes in professional contexts, including analyzing standards for appropriate use of technical language</p>	<p>Narrative: Pg. 25 Technical Language; Pgs. 52-53 Appropriate Use of Language; Pg. 53 Figure 5.1, Pg. 94 Writing and Formatting Technical Documents Activity: Chapter 2 Test Your Knowledge: True or False #10, Short Answer #1; Chapter 5 Test Your Knowledge: True or False #1, Short Answer #7, Chapter 7 Test Your Knowledge: True or False #8, Chapter 7 Create and Design</p>

Knowledge and Skill Statement	Student Expectation	Breakout	Narrative/Activity
(11) The student develops an understanding of professional communications through exploration of the Arts, Audio/Video Technology, and Communications Career Cluster. The student is expected to:	(E) demonstrate knowledge of various communication processes in professional contexts, including using effective communication skills; analyzing standards for appropriate use of informal, standard, and technical language; making appropriate and important communication decisions based on accurate and complete information; and recognizing and analyzing appropriate channels of communication in organizations	(v) demonstrate knowledge of various communication processes in professional contexts, including making appropriate and important communication decisions based on accurate and complete information	Narrative: Pg. 24 Facial Gestures; Pg. 25 Types of Language paragraph 1 Activity: Chapter 2 Read and Write
(11) The student develops an understanding of professional communications through exploration of the Arts, Audio/Video Technology, and Communications Career Cluster. The student is expected to:	(E) demonstrate knowledge of various communication processes in professional contexts, including using effective communication skills; analyzing standards for appropriate use of informal, standard, and technical language; making appropriate and important communication decisions based on accurate and complete information; and recognizing and analyzing appropriate channels of communication in organizations	(vi) demonstrate knowledge of various communication processes in professional contexts, including recognizing appropriate channels of communication in organizations	Narrative: Pg. 26 Channels of Communication; Pg. 26 Figure 2.2 Activity: Chapter 2 Test Your Knowledge: True or False #7, Short Answer #2; Chapter 2 Create and Design
(11) The student develops an understanding of professional communications through exploration of the Arts, Audio/Video Technology, and Communications Career Cluster. The student is expected to:	(E) demonstrate knowledge of various communication processes in professional contexts, including using effective communication skills; analyzing standards for appropriate use of informal, standard, and technical language; making appropriate and important communication decisions based on accurate and complete information; and recognizing and analyzing appropriate channels of communication in organizations	(vii) demonstrate knowledge of various communication processes in professional contexts, including analyzing appropriate channels of communication in organizations	Narrative: Pg. 26 Channels of Communication; Pg. 26 Figure 2.2 Activity: Chapter 2 Test Your Knowledge: True or False #7, Short Answer #2; Chapter 2 Create and Design
(11) The student develops an understanding of professional communications through exploration of the Arts, Audio/Video Technology, and Communications Career Cluster. The student is expected to:	(F) use appropriate interpersonal communication strategies in professional contexts, including using different types of professional communication and communication management skills and observing professional etiquette	(i) use appropriate interpersonal communication strategies in professional contexts, including using different types of professional communication	Narrative: Pg. 25 Types of Language; Pg. 30 Interpersonal Communication, Pg. 200 Supervision Techniques, Pg. 210 Professional Etiquette Activity: Chapter 2 Read and Write #1; Chapter 2 Create and Design; Chapter 3 Test Your Knowledge: True or False #3, Short Answer #6, Chapter 15 Test Your Knowledge: True or False #3, Chapter 15 Listen and Speak, Chapter 15 Create and Design, Chapter 16 Test Your Knowledge: Short Answer #3, Chapter 16 Listen and Speak, Chapter 16 Create and Design

Knowledge and Skill Statement	Student Expectation	Breakout	Narrative/Activity
(11) The student develops an understanding of professional communications through exploration of the Arts, Audio/Video Technology, and Communications Career Cluster. The student is expected to:	(F) use appropriate interpersonal communication strategies in professional contexts, including using different types of professional communication and communication management skills and observing professional etiquette	(ii) use appropriate interpersonal communication strategies in professional contexts, including using different types of communication management skills	Narrative: Pg. 26 Channels of Communication; Pg. 30 Communication Process Activity: Chapter 2 Test Your Knowledge: True or False #7, Short Answer #7; Chapter 3 Test Your Knowledge: Short Answer #1
(11) The student develops an understanding of professional communications through exploration of the Arts, Audio/Video Technology, and Communications Career Cluster. The student is expected to:	(F) use appropriate interpersonal communication strategies in professional contexts, including using different types of professional communication and communication management skills and observing professional etiquette	(iii) use appropriate interpersonal communication strategies in professional contexts, including observing professional etiquette	Narrative: Pg. 25 Formal Language; Pg. 30 Interpersonal Communication Activity: Chapter 2 Read and Write #2; Chapter 2 Listen and Speak; Chapter 2 Create and Design; Chapter 3 Test Your Knowledge: Short Answer #2
(11) The student develops an understanding of professional communications through exploration of the Arts, Audio/Video Technology, and Communications Career Cluster. The student is expected to:	(G) demonstrate knowledge of the interview process, including effective communication as interviewee and interviewer, and federal employment laws regarding interviews	(i) demonstrate knowledge of the interview process, including effective communication as [an] interviewee	Narrative: Pg. 164 Interview Process Activity: Chapter 12 Test Your knowledge: Short Answer #4, Chapter 12 Listen and Speak
(11) The student develops an understanding of professional communications through exploration of the Arts, Audio/Video Technology, and Communications Career Cluster. The student is expected to:	(G) demonstrate knowledge of the interview process, including effective communication as interviewee and interviewer, and federal employment laws regarding interviews	(ii) demonstrate knowledge of the interview process, including effective communication as [an] interviewer	Narrative: Pg. 164 Interview Process Activity: Chapter 12 Test Your knowledge: Short Answer #4, Chapter 12 Listen and Speak
(11) The student develops an understanding of professional communications through exploration of the Arts, Audio/Video Technology, and Communications Career Cluster. The student is expected to:	(G) demonstrate knowledge of the interview process, including effective communication as interviewee and interviewer, and federal employment laws regarding interviews	(iii) demonstrate knowledge of the interview process, including federal employment laws regarding interviews	Narrative: Pg. 164 Interview Process Activity: Chapter 12 Test Your knowledge: True or False #3
(11) The student develops an understanding of professional communications through exploration of the Arts, Audio/Video Technology, and Communications Career Cluster. The student is expected to:	(H) identify and use appropriate strategies for communicating with a variety of audiences	(i) identify appropriate strategies for communicating with a variety of audiences	Narrative: Pg. 170 Diversity in the Workplace Activity: Chapter 13 Test Your knowledge: Short Answer #3

Knowledge and Skill Statement	Student Expectation	Breakout	Narrative/Activity
(11) The student develops an understanding of professional communications through exploration of the Arts, Audio/Video Technology, and Communications Career Cluster. The student is expected to:	(H) identify and use appropriate strategies for communicating with a variety of audiences	(ii) use appropriate strategies for communicating with a variety of audiences	Narrative: Pg. 170 Diversity in the Workplace Activity: Chapter 13 Test Your knowledge: Short Answer #1 and #3
(11) The student develops an understanding of professional communications through exploration of the Arts, Audio/Video Technology, and Communications Career Cluster. The student is expected to:	(I) identify the types, purposes, dynamics, processes, effectiveness, roles of members, and leadership styles of professional groups	(i) identify the types of professional groups	Narrative: Pg. 172 Group Types Activity: Chapter 13 Test Your knowledge: Short Answer #4 True or False #3
(11) The student develops an understanding of professional communications through exploration of the Arts, Audio/Video Technology, and Communications Career Cluster. The student is expected to:	(I) identify the types, purposes, dynamics, processes, effectiveness, roles of members, and leadership styles of professional groups	(ii) identify the purposes of professional groups	Narrative: Pg. 172 Group Types Activity: Chapter 13 Test Your knowledge: Short Answer #4
(11) The student develops an understanding of professional communications through exploration of the Arts, Audio/Video Technology, and Communications Career Cluster. The student is expected to:	(I) identify the types, purposes, dynamics, processes, effectiveness, roles of members, and leadership styles of professional groups	(iii) identify the dynamics of professional groups	Narrative: Pg. 173 Group Dynamics Activity: Chapter 13 Test Your knowledge: Short Answer #5
(11) The student develops an understanding of professional communications through exploration of the Arts, Audio/Video Technology, and Communications Career Cluster. The student is expected to:	(I) identify the types, purposes, dynamics, processes, effectiveness, roles of members, and leadership styles of professional groups	(iv) identify the processes of professional groups	Narrative: Pg. 176 Group Processes, Pg. 178 Figure 13.3 Activity: Chapter 13 Test Your knowledge: True or False #4, Chapter 13 Create and Design
(11) The student develops an understanding of professional communications through exploration of the Arts, Audio/Video Technology, and Communications Career Cluster. The student is expected to:	(I) identify the types, purposes, dynamics, processes, effectiveness, roles of members, and leadership styles of professional groups	(v) identify the effectiveness of professional groups	Narrative: Pg. 173 Group Dynamics Activity: Chapter 13 Test Your knowledge: Short Answer #5, Chapter 13 Create and Design

Knowledge and Skill Statement	Student Expectation	Breakout	Narrative/Activity
(11) The student develops an understanding of professional communications through exploration of the Arts, Audio/Video Technology, and Communications Career Cluster. The student is expected to:	(I) identify the types, purposes, dynamics, processes, effectiveness, roles of members, and leadership styles of professional groups	(vi) identify the roles of members of professional groups	Narrative: Pg. 174 Group Members Activity: Chapter 13 Test Your knowledge: True or False #7, Chapter 13 Create and Design
(11) The student develops an understanding of professional communications through exploration of the Arts, Audio/Video Technology, and Communications Career Cluster. The student is expected to:	(I) identify the types, purposes, dynamics, processes, effectiveness, roles of members, and leadership styles of professional groups	(vii) identify the leadership styles of professional groups	Narrative: Pg. 175 Group Leadership, Pg. 176 Figure 13.2 Activity: Chapter 13 Test Your knowledge: True or False #8 and #10, Chapter 13 Create and Design
(11) The student develops an understanding of professional communications through exploration of the Arts, Audio/Video Technology, and Communications Career Cluster. The student is expected to:	(J) communicate effectively in group contexts by assuming productive roles, solving problems, managing conflicts, and building consensus in groups	(i) communicate effectively in group contexts by assuming productive roles in groups	Narrative: Pg. 174 Group Members Activity: Chapter 13 Create and Design
(11) The student develops an understanding of professional communications through exploration of the Arts, Audio/Video Technology, and Communications Career Cluster. The student is expected to:	(J) communicate effectively in group contexts by assuming productive roles, solving problems, managing conflicts, and building consensus in groups	(ii) communicate effectively in group contexts by solving problems in groups	Narrative: Pg. 171 Working in Professional Groups, Pg. 178 Conflicts in the Workplace, Pg. 178 Figure 13.3 Activity: Chapter 13 Listen and Speak, Chapter 13 Create and Design
(11) The student develops an understanding of professional communications through exploration of the Arts, Audio/Video Technology, and Communications Career Cluster. The student is expected to:	(J) communicate effectively in group contexts by assuming productive roles, solving problems, managing conflicts, and building consensus in groups	(iii) communicate effectively in group contexts by managing conflicts in groups	Narrative: Pg. 178 Conflicts in the Workplace, Pg. 178 Figure 13.3 Activity: Chapter 13 Listen and Speak, Chapter 13 Create and Design
(11) The student develops an understanding of professional communications through exploration of the Arts, Audio/Video Technology, and Communications Career Cluster. The student is expected to:	(J) communicate effectively in group contexts by assuming productive roles, solving problems, managing conflicts, and building consensus in groups	(iv) communicate effectively in group contexts by building consensus in groups	Narrative: Pg. 171 Working in Professional Groups Activity: Chapter 13 Create and Design

Knowledge and Skill Statement	Student Expectation	Breakout	Narrative/Activity
(11) The student develops an understanding of professional communications through exploration of the Arts, Audio/Video Technology, and Communications Career Cluster. The student is expected to:	(K) research formal and informal professional presentations by analyzing the audience, occasion, purpose, and primary and secondary sources; determining specific topics for presentations; and evaluating sources using media literacy strategies such as recognizing bias, misinformation, untruths, and source credibility	(i) research formal professional presentations by analyzing the audience	Narrative: Pg. 116 Preparing for Formal Speaking, Pg. 121 Case Study Activity: Chapter 9 Test Your Knowledge: True or False #10, Chapter 9 Create and Design
(11) The student develops an understanding of professional communications through exploration of the Arts, Audio/Video Technology, and Communications Career Cluster. The student is expected to:	(K) research formal and informal professional presentations by analyzing the audience, occasion, purpose, and primary and secondary sources; determining specific topics for presentations; and evaluating sources using media literacy strategies such as recognizing bias, misinformation, untruths, and source credibility	(ii) research informal professional presentations by analyzing the audience	Narrative: Pg. 105 Audience and Purpose Activity: Chapter 8 Test Your Knowledge: True or False #4, Chapter 8 Create and Design
(11) The student develops an understanding of professional communications through exploration of the Arts, Audio/Video Technology, and Communications Career Cluster. The student is expected to:	(K) research formal and informal professional presentations by analyzing the audience, occasion, purpose, and primary and secondary sources; determining specific topics for presentations; and evaluating sources using media literacy strategies such as recognizing bias, misinformation, untruths, and source credibility	(iii) research formal professional presentations by analyzing the occasion	Narrative: Pg. 116 Preparing for Formal Speaking Activity: Chapter 9 Test Your Knowledge: True or False #10, Chapter 9 Create and Design
(11) The student develops an understanding of professional communications through exploration of the Arts, Audio/Video Technology, and Communications Career Cluster. The student is expected to:	(K) research formal and informal professional presentations by analyzing the audience, occasion, purpose, and primary and secondary sources; determining specific topics for presentations; and evaluating sources using media literacy strategies such as recognizing bias, misinformation, untruths, and source credibility	(iv) research informal professional presentations by analyzing the occasion	Narrative: Pg. 106 Occasion Activity: Chapter 8 Test Your Knowledge: True or False #4, Chapter 8 Create and Design

Knowledge and Skill Statement	Student Expectation	Breakout	Narrative/Activity
(11) The student develops an understanding of professional communications through exploration of the Arts, Audio/Video Technology, and Communications Career Cluster. The student is expected to:	(K) research formal and informal professional presentations by analyzing the audience, occasion, purpose, and primary and secondary sources; determining specific topics for presentations; and evaluating sources using media literacy strategies such as recognizing bias, misinformation, untruths, and source credibility	(v) research formal professional presentations by analyzing the purpose	Narrative: Pg. 116 Preparing for Formal Speaking Activity: Chapter 9 Test Your Knowledge: True or False #7, Chapter 9 Create and Design
(11) The student develops an understanding of professional communications through exploration of the Arts, Audio/Video Technology, and Communications Career Cluster. The student is expected to:	(K) research formal and informal professional presentations by analyzing the audience, occasion, purpose, and primary and secondary sources; determining specific topics for presentations; and evaluating sources using media literacy strategies such as recognizing bias, misinformation, untruths, and source credibility	(vi) research informal professional presentations by analyzing the purpose	Narrative: Pg. 105 Audience and Purpose Activity: Chapter 8 Test Your Knowledge: True or False #4, Chapter 8 Create and Design
(11) The student develops an understanding of professional communications through exploration of the Arts, Audio/Video Technology, and Communications Career Cluster. The student is expected to:	(K) research formal and informal professional presentations by analyzing the audience, occasion, purpose, and primary and secondary sources; determining specific topics for presentations; and evaluating sources using media literacy strategies such as recognizing bias, misinformation, untruths, and source credibility	(vii) research formal professional presentations by analyzing the primary sources	Narrative: Pg. 118 Collecting Information Sources Activity: Chapter 9 Test Your Knowledge: True or False #1, Chapter 9 Create and Design
(11) The student develops an understanding of professional communications through exploration of the Arts, Audio/Video Technology, and Communications Career Cluster. The student is expected to:	(K) research formal and informal professional presentations by analyzing the audience, occasion, purpose, and primary and secondary sources; determining specific topics for presentations; and evaluating sources using media literacy strategies such as recognizing bias, misinformation, untruths, and source credibility	(viii) research informal professional presentations by analyzing the primary sources	Narrative: Pg. 106 Sources Activity: Chapter 8 Test Your Knowledge: True or False #3 and #4, Chapter 8 Create and Design

Knowledge and Skill Statement	Student Expectation	Breakout	Narrative/Activity
(11) The student develops an understanding of professional communications through exploration of the Arts, Audio/Video Technology, and Communications Career Cluster. The student is expected to:	(K) research formal and informal professional presentations by analyzing the audience, occasion, purpose, and primary and secondary sources; determining specific topics for presentations; and evaluating sources using media literacy strategies such as recognizing bias, misinformation, untruths, and source credibility	(ix) research formal professional presentations by analyzing the secondary sources	Narrative: Pg. 118 Collecting Information Sources Activity: Chapter 9 Test Your Knowledge: True or False #1, Chapter 9 Create and Design
(11) The student develops an understanding of professional communications through exploration of the Arts, Audio/Video Technology, and Communications Career Cluster. The student is expected to:	(K) research formal and informal professional presentations by analyzing the audience, occasion, purpose, and primary and secondary sources; determining specific topics for presentations; and evaluating sources using media literacy strategies such as recognizing bias, misinformation, untruths, and source credibility	(x) research informal professional presentations by analyzing the secondary sources	Narrative: Pg. 106 Sources Activity: Chapter 8 Test Your Knowledge: True or False #3 and #4, Chapter 8 Create and Design
(11) The student develops an understanding of professional communications through exploration of the Arts, Audio/Video Technology, and Communications Career Cluster. The student is expected to:	(K) research formal and informal professional presentations by analyzing the audience, occasion, purpose, and primary and secondary sources; determining specific topics for presentations; and evaluating sources using media literacy strategies such as recognizing bias, misinformation, untruths, and source credibility	(xi) research formal professional presentations by determining specific topics for presentations	Narrative: Pg. 118 Collecting Information Sources, Pg. 117 Identifying a Presentation Topic Activity: Chapter 9 Test Your Knowledge: True or False #3 Short Answer #8, Chapter 9 Create and Design
(11) The student develops an understanding of professional communications through exploration of the Arts, Audio/Video Technology, and Communications Career Cluster. The student is expected to:	(K) research formal and informal professional presentations by analyzing the audience, occasion, purpose, and primary and secondary sources; determining specific topics for presentations; and evaluating sources using media literacy strategies such as recognizing bias, misinformation, untruths, and source credibility	(xii) research informal professional presentations by determining specific topics for presentations	Narrative: Pg. 107 Specific Topics Activity: Chapter 8 Test Your Knowledge: True or False #4

Knowledge and Skill Statement	Student Expectation	Breakout	Narrative/Activity
(11) The student develops an understanding of professional communications through exploration of the Arts, Audio/Video Technology, and Communications Career Cluster. The student is expected to:	(K) research formal and informal professional presentations by analyzing the audience, occasion, purpose, and primary and secondary sources; determining specific topics for presentations; and evaluating sources using media literacy strategies such as recognizing bias, misinformation, untruths, and source credibility	(xiii) research formal professional presentations by evaluating sources using media literacy strategies	Narrative: Pg. 118 Collecting Information Sources Activity: Chapter 9 Test Your Knowledge: True or False #1 Short Answer #10
(11) The student develops an understanding of professional communications through exploration of the Arts, Audio/Video Technology, and Communications Career Cluster. The student is expected to:	(K) research formal and informal professional presentations by analyzing the audience, occasion, purpose, and primary and secondary sources; determining specific topics for presentations; and evaluating sources using media literacy strategies such as recognizing bias, misinformation, untruths, and source credibility	(xiv) research informal professional presentations by evaluating sources using media literacy strategies	Narrative: Pg. 106 Sources Activity: Chapter 8 Test Your Knowledge: True or False #3, Chapter 8 Create and Design
(11) The student develops an understanding of professional communications through exploration of the Arts, Audio/Video Technology, and Communications Career Cluster. The student is expected to:	(L) develop formal and informal professional presentations using effective strategies to organize presentations, using information to support points in presentations, preparing scripts or notes, using visual or auditory aids to enhance presentations, and providing credit for information sources	(i) develop formal professional presentations using effective strategies to organize presentations	Narrative: Pg. 119 Organizing Information Activity: Chapter 9 Test Your Knowledge: Short Answer #2, Chapter 9 Create and Design
(11) The student develops an understanding of professional communications through exploration of the Arts, Audio/Video Technology, and Communications Career Cluster. The student is expected to:	(L) develop formal and informal professional presentations using effective strategies to organize presentations, using information to support points in presentations, preparing scripts or notes, using visual or auditory aids to enhance presentations, and providing credit for information sources	(ii) develop informal professional presentations using effective strategies to organize presentations	Narrative: Pg. 108 Organization Strategies Activity: Chapter 8 Test Your Knowledge: True or False #5, Chapter 8 Create and Design, Chapter 8 Listen and Speak

Knowledge and Skill Statement	Student Expectation	Breakout	Narrative/Activity
(11) The student develops an understanding of professional communications through exploration of the Arts, Audio/Video Technology, and Communications Career Cluster. The student is expected to:	(L) develop formal and informal professional presentations using effective strategies to organize presentations, using information to support points in presentations, preparing scripts or notes, using visual or auditory aids to enhance presentations, and providing credit for information sources	(iii) develop formal professional presentations using information to support points in presentations	Narrative: Pg. 119 Organizing Information Activity: Chapter 9 Test Your Knowledge: Short Answer #3
(11) The student develops an understanding of professional communications through exploration of the Arts, Audio/Video Technology, and Communications Career Cluster. The student is expected to:	(L) develop formal and informal professional presentations using effective strategies to organize presentations, using information to support points in presentations, preparing scripts or notes, using visual or auditory aids to enhance presentations, and providing credit for information sources	(iv) develop informal professional presentations using information to support points in presentations	Narrative: Pg. 108 Provide Supporting Points for the Main Topic Activity: Chapter 8 Test Your Knowledge: True or False #9, Chapter 8 Listen and Speak
(11) The student develops an understanding of professional communications through exploration of the Arts, Audio/Video Technology, and Communications Career Cluster. The student is expected to:	(L) develop formal and informal professional presentations using effective strategies to organize presentations, using information to support points in presentations, preparing scripts or notes, using visual or auditory aids to enhance presentations, and providing credit for information sources	(v) develop formal professional presentations preparing scripts or notes	Narrative: Pg. 119 Organizing Information Activity: Chapter 9 Test Your Knowledge: Short Answer #12 True or False #5, Chapter 9 Create and Design
(11) The student develops an understanding of professional communications through exploration of the Arts, Audio/Video Technology, and Communications Career Cluster. The student is expected to:	(L) develop formal and informal professional presentations using effective strategies to organize presentations, using information to support points in presentations, preparing scripts or notes, using visual or auditory aids to enhance presentations, and providing credit for information sources	(vi) develop informal professional presentations preparing scripts or notes	Narrative: Pg. 110 Preparing Scripts and Notes Activity: Chapter 8 Test Your Knowledge: True or False #6, Chapter 8 Listen and Speak, Chapter 8 Create and Design

Knowledge and Skill Statement	Student Expectation	Breakout	Narrative/Activity
(11) The student develops an understanding of professional communications through exploration of the Arts, Audio/Video Technology, and Communications Career Cluster. The student is expected to:	(L) develop formal and informal professional presentations using effective strategies to organize presentations, using information to support points in presentations, preparing scripts or notes, using visual or auditory aids to enhance presentations, and providing credit for information sources	(vii) develop formal professional presentations using visual or auditory aids to enhance presentations	Narrative: Pg. 124 Technology Applications Activity: Chapter 9 Test Your Knowledge: Short Answer #4, Chapter 9 Create and Design
(11) The student develops an understanding of professional communications through exploration of the Arts, Audio/Video Technology, and Communications Career Cluster. The student is expected to:	(L) develop formal and informal professional presentations using effective strategies to organize presentations, using information to support points in presentations, preparing scripts or notes, using visual or auditory aids to enhance presentations, and providing credit for information sources	(viii) develop informal professional presentations using visual or auditory aids to enhance presentations	Narrative: Pg. 110 Visual Aids Activity: Chapter 8 Test Your Knowledge: True or False #7, Chapter 8 Listen and Speak, Chapter 8 Create and Design
(11) The student develops an understanding of professional communications through exploration of the Arts, Audio/Video Technology, and Communications Career Cluster. The student is expected to:	(L) develop formal and informal professional presentations using effective strategies to organize presentations, using information to support points in presentations, preparing scripts or notes, using visual or auditory aids to enhance presentations, and providing credit for information sources	(ix) develop formal professional presentations providing credit for information sources	Narrative: Pg. 118 Collecting Information Sources Activity: Chapter 9 Test Your Knowledge: True or False #6, Chapter 9 Create and Design
(11) The student develops an understanding of professional communications through exploration of the Arts, Audio/Video Technology, and Communications Career Cluster. The student is expected to:	(L) develop formal and informal professional presentations using effective strategies to organize presentations, using information to support points in presentations, preparing scripts or notes, using visual or auditory aids to enhance presentations, and providing credit for information sources	(x) develop informal professional presentations providing credit for information sources	Narrative: Pg. 108 Provide Supporting Points for the Main Topic, Pg. 109 Figure 8.2 Activity: Chapter 8 Test Your Knowledge: True or False #10, Chapter 8 Listen and Speak
(11) The student develops an understanding of professional communications through exploration of the Arts, Audio/Video Technology, and Communications Career Cluster. The student is expected to:	(M) conduct formal and informal professional presentations using effective verbal and nonverbal strategies to inform, persuade, or motivate an audience	(i) conduct formal professional presentations using effective verbal strategies to inform, persuade, or motivate an audience	Narrative: Pg. 122 Conducting Formal Professional Presentations Activity: Chapter 9 Test Your Knowledge: Short Answer #5, Chapter 9 Listen and Speak, Chapter 9 Create and Design

Knowledge and Skill Statement	Student Expectation	Breakout	Narrative/Activity
(11) The student develops an understanding of professional communications through exploration of the Arts, Audio/Video Technology, and Communications Career Cluster. The student is expected to:	(M) conduct formal and informal professional presentations using effective verbal and nonverbal strategies to inform, persuade, or motivate an audience	(ii) conduct informal professional presentations using effective verbal strategies to inform, persuade, or motivate an audience	Narrative: Pg. 111 Conducting Informal Professional Presentations Activity: Chapter 8 Test Your Knowledge: Short Answer #1, Chapter 8 Create and Design
(11) The student develops an understanding of professional communications through exploration of the Arts, Audio/Video Technology, and Communications Career Cluster. The student is expected to:	(M) conduct formal and informal professional presentations using effective verbal and nonverbal strategies to inform, persuade, or motivate an audience	(iii) conduct formal professional presentations using effective nonverbal strategies to inform, persuade, or motivate an audience	Narrative: Pg. 122 Conducting Formal Professional Presentations Activity: Chapter 9 Test Your Knowledge: True or False #4 Short Answer #5, Chapter 9 Listen and Speak, Chapter 9 Create and Design
(11) The student develops an understanding of professional communications through exploration of the Arts, Audio/Video Technology, and Communications Career Cluster. The student is expected to:	(M) conduct formal and informal professional presentations using effective verbal and nonverbal strategies to inform, persuade, or motivate an audience	(iv) conduct informal professional presentations using effective nonverbal strategies to inform, persuade, or motivate an audience	Narrative: Pg. 111 Conducting Informal Professional Presentations Activity: Chapter 8 Test Your Knowledge: Short Answer #1, Chapter 8 Create and Design
(11) The student develops an understanding of professional communications through exploration of the Arts, Audio/Video Technology, and Communications Career Cluster. The student is expected to:	(N) use appropriate techniques to manage communication apprehension and build self-confidence	(i) use appropriate techniques to manage communication apprehension	Narrative: Pg. 192 Building Confidence, Pg. 200 Supervision Techniques Activity: Chapter 14 Test Your Knowledge: True or False #10 Short Answer #7, Chapter 15 Test Your Knowledge: Short Answer #4
(11) The student develops an understanding of professional communications through exploration of the Arts, Audio/Video Technology, and Communications Career Cluster. The student is expected to:	(N) use appropriate techniques to manage communication apprehension and build self-confidence	(ii) use appropriate techniques to build self-confidence	Narrative: Pg. 192 Building Confidence, Pg. 200 Supervision Techniques Activity: Chapter 14 Read and Write, Chapter 14 Listen and Speak, Chapter 15 Test Your Knowledge: Short Answer #5 True or False #4
(11) The student develops an understanding of professional communications through exploration of the Arts, Audio/Video Technology, and Communications Career Cluster. The student is expected to:	(O) evaluate formal and informal professional presentations by participating in question-and-answer sessions following presentations, applying critical-listening strategies, and evaluating the effectiveness of presentations, including self-evaluation	(i) evaluate formal professional presentations by participating in question-and-answer sessions following presentations	Narrative: Pg. 134 Critically Listening to Formal Presentations Activity: Chapter 10 Test Your Knowledge: True or False #8, Chapter 10 Listen and Speak

Knowledge and Skill Statement	Student Expectation	Breakout	Narrative/Activity
(11) The student develops an understanding of professional communications through exploration of the Arts, Audio/Video Technology, and Communications Career Cluster. The student is expected to:	(O) evaluate formal and informal professional presentations by participating in question-and-answer sessions following presentations, applying critical-listening strategies, and evaluating the effectiveness of presentations, including self-evaluation	(ii) evaluate informal professional presentations by participating in question-and-answer sessions following presentations	Narrative: Pg. 135 Critically Listening to Informal Presentations Activity: Chapter 10 Test Your Knowledge: Short Answer #3, Chapter 10 Listen and Speak
(11) The student develops an understanding of professional communications through exploration of the Arts, Audio/Video Technology, and Communications Career Cluster. The student is expected to:	(O) evaluate formal and informal professional presentations by participating in question-and-answer sessions following presentations, applying critical-listening strategies, and evaluating the effectiveness of presentations, including self-evaluation	(iii) evaluate formal professional presentations by applying critical-listening strategies	Narrative: Pg. 130 Figure 10.1 Activity: Chapter 10 Test Your Knowledge: Short Answer #2
(11) The student develops an understanding of professional communications through exploration of the Arts, Audio/Video Technology, and Communications Career Cluster. The student is expected to:	(O) evaluate formal and informal professional presentations by participating in question-and-answer sessions following presentations, applying critical-listening strategies, and evaluating the effectiveness of presentations, including self-evaluation	(iv) evaluate informal professional presentations by applying critical-listening strategies	Narrative: Pg. 130 Figure 10.1 Activity: Chapter 10 Test Your Knowledge: Short Answer #2 True or False #3
(11) The student develops an understanding of professional communications through exploration of the Arts, Audio/Video Technology, and Communications Career Cluster. The student is expected to:	(O) evaluate formal and informal professional presentations by participating in question-and-answer sessions following presentations, applying critical-listening strategies, and evaluating the effectiveness of presentations, including self-evaluation	(v) evaluate formal professional presentations by evaluating the effectiveness of presentations, including self-evaluation	Pg. 134 Figure 10.2 Activity: Chapter 10 Test Your Knowledge: or False #9, Chapter 10 Listen and Speak
(11) The student develops an understanding of professional communications through exploration of the Arts, Audio/Video Technology, and Communications Career Cluster. The student is expected to:	(O) evaluate formal and informal professional presentations by participating in question-and-answer sessions following presentations, applying critical-listening strategies, and evaluating the effectiveness of presentations, including self-evaluation	(vi) evaluate informal professional presentations by evaluating the effectiveness of presentations, including self-evaluation	Pg. 134 Figure 10.2 Activity: Chapter 10 Test Your Knowledge: or False #10, Chapter 10 Listen and Speak

Knowledge and Skill Statement	Student Expectation	Breakout	Narrative/Activity
(11) The student develops an understanding of professional communications through exploration of the Arts, Audio/Video Technology, and Communications Career Cluster. The student is expected to:	(P) participate in an informative or persuasive group discussion	(i) participate in an informative or persuasive group discussion	Narrative: Pg. 176 Group Processes, Pg. 176 Figure 13.2 Activity: Chapter 13 Create and Design
(11) The student develops an understanding of professional communications through exploration of the Arts, Audio/Video Technology, and Communications Career Cluster. The student is expected to:	(Q) use a variety of strategies to acquire information from electronic resources	(i) use a variety of strategies to acquire information from electronic resources	Narrative: Pg. 151 Finding Employment Activity: Chapter 11 Create and Design
(11) The student develops an understanding of professional communications through exploration of the Arts, Audio/Video Technology, and Communications Career Cluster. The student is expected to:	(R) acquire electronic information in a variety of formats	(i) acquire electronic information in a variety of formats	Narrative: Pg. 151 Finding Employment Activity: Chapter 11 Create and Design
(11) The student develops an understanding of professional communications through exploration of the Arts, Audio/Video Technology, and Communications Career Cluster. The student is expected to:	(S) use research skills and electronic communications	(i) use research skills	Narrative: Pg. 151 Finding Employment Activity: Chapter 11 Create and Design, Chapter 11 Test Your Knowledge: True or False #9
(11) The student develops an understanding of professional communications through exploration of the Arts, Audio/Video Technology, and Communications Career Cluster. The student is expected to:	(S) use research skills and electronic communications	(ii) use electronic communications	Narrative: Pg. 167 Following Up, Pg. 10 Communicating in the Global Workplace Activity: Chapter 12 Test Your Knowledge: True or False #2 Short Answer #5, Chapter 1 Test Your Knowledge: True or False #9
(11) The student develops an understanding of professional communications through exploration of the Arts, Audio/Video Technology, and Communications Career Cluster. The student is expected to:	(T) format digital information for appropriate and effective communication in a product by defining the purpose, identifying the intended audience, and using the principles of page design such as leading, kerning, automatic text flow into linked columns, widows, orphans, and text wrap	(i) format digital information for appropriate and effective communication in a product by defining the purpose	Narrative: Pg. 66 Publishing paragraph 1, Pg. 75 Composing, Editing, and Formatting a Variety of Written Documents paragraph 2, Pg. 86 Formatting Formal Documents, Pg. 161 Formatting Resumes and Cover Letters Activity: Chapter 5 Test Your Knowledge: True or False #9, Chapter 6 Test Your Knowledge: Short Answer #3, Chapter 6 Listen and Speak #1, Chapter 7 Test Your Knowledge: Short Answer #6, Chapter 12 Create and Design

Knowledge and Skill Statement	Student Expectation	Breakout	Narrative/Activity
(11) The student develops an understanding of professional communications through exploration of the Arts, Audio/Video Technology, and Communications Career Cluster. The student is expected to:	(T) format digital information for appropriate and effective communication in a product by defining the purpose, identifying the intended audience, and using the principles of page design such as leading, kerning, automatic text flow into linked columns, widows, orphans, and text wrap	(ii) format digital information for appropriate and effective communication in a product by identifying the intended audience	Narrative: Pg. 66 Publishing paragraph 1, Pg. 75 Composing, Editing, and Formatting a Variety of Written Documents paragraph 2, Pg. 86 Formatting Formal Documents, Pg. 161 Formatting Resumes and Cover Letters Activity: Chapter 5 Test Your Knowledge: True or False #9, Chapter 6 Test Your Knowledge: Short Answer #3, Chapter 6 Listen and Speak #1, Chapter 7 Test Your Knowledge: Short Answer #6, Chapter 12 Create and Design
(11) The student develops an understanding of professional communications through exploration of the Arts, Audio/Video Technology, and Communications Career Cluster. The student is expected to:	(T) format digital information for appropriate and effective communication in a product by defining the purpose, identifying the intended audience, and using the principles of page design such as leading, kerning, automatic text flow into linked columns, widows, orphans, and text wrap	(iii) format digital information for appropriate and effective communication in a product by using the principles of page design	Narrative: Pg. 67 Page Design and Design Elements, Pg. 75 Composing, Editing, and Formatting a Variety of Written Documents paragraph 2, Pg. 86 Formatting Formal Documents, Pg. 161 Formatting Resumes and Cover Letters Activity: Chapter 5 Test Your Knowledge: True or False #10; Chapter 5 Create and Design- Part 4: Publishing, Chapter 6 Test Your Knowledge: Short Answer #3, Chapter 7 Test Your Knowledge: Short Answer #6, Chapter 12 Test Your Knowledge: Short Answer #2, Chapter 12 Create and Design
(11) The student develops an understanding of professional communications through exploration of the Arts, Audio/Video Technology, and Communications Career Cluster. The student is expected to:	(U) apply desktop publishing to create products using word processing programs, editing products, or drawing programs; design elements such as text, graphics, headlines, color, white space; typography concepts, including font size and style; and graphic design concepts such as contrast, alignment, repetition, and proximity	(i) apply desktop publishing to create products using word processing programs, editing products, or drawing programs	Narrative: Pg. 64 paragraph 1, Pg. 80 Technology & Communication, Pg. 86 Formatting Formal Documents, Pg. 160 Create a Cover Letter Activity: Chapter 5 Test Your Knowledge: Short Answer #8; Chapter 5 Create and Design Part 2: Composing, Chapter 6 Test Your Knowledge: Short Answer #4, Chapter 7 Test Your Knowledge: Short Answer #8, Chapter 12 Test Your knowledge: Short Answer #2, Chapter 12 Create and Design
(11) The student develops an understanding of professional communications through exploration of the Arts, Audio/Video Technology, and Communications Career Cluster. The student is expected to:	(U) apply desktop publishing to create products using word processing programs, editing products, or drawing programs; design elements such as text, graphics, headlines, color, white space; typography concepts, including font size and style; and graphic design concepts such as contrast, alignment, repetition, and proximity	(ii) apply desktop publishing to create products using design elements	Narrative: Pg. 66 Publishing; Pg. 67 Page Design and Design Elements; Pg. 67 Figure 5.10, Pg. 80 Technology & Communication, Pg. 75 Composing, Editing, and Formatting a Variety of Written Documents paragraph 2, Pg. 86 Formatting Formal Documents, Pg. 161 Formatting Resumes and Cover Letters Activity: Chapter 5 Test Your Knowledge: Short Answer #8; Chapter 5 Create and Design Part 4: Publishing, Chapter 6 Test Your Knowledge: Short Answer #5, Chapter 7 Test Your Knowledge: Short Answer #6 and #8, Chapter 12 Test Your knowledge: Short Answer #2

Knowledge and Skill Statement	Student Expectation	Breakout	Narrative/Activity
(11) The student develops an understanding of professional communications through exploration of the Arts, Audio/Video Technology, and Communications Career Cluster. The student is expected to:	(U) apply desktop publishing to create products using word processing programs, editing products, or drawing programs; design elements such as text, graphics, headlines, color, white space; typography concepts, including font size and style; and graphic design concepts such as contrast, alignment, repetition, and proximity	(iii) apply desktop publishing to create products using typography concepts, including font size	Narrative: Pg. 67 Typography; Pg. 67 Figure 5.10, Pg. 80 Technology & Communication, Pg. 75 Composing, Editing, and Formatting a Variety of Written Documents paragraph 2, Pg. 80 Typography in Informal Documents, Pg. 86 Formatting Formal Documents, Pg. 161 Formatting Resumes and Cover Letters Activity: Chapter 5 Test Your Knowledge: True or False #7, Short Answer #8; Chapter 5 Create and Design Part 4: Publishing, Chapter 6 Test Your Knowledge: Short Answer #5, Chapter 7 Test Your Knowledge: Short Answer #6 and #8, Chapter 12 Test Your knowledge: Short Answer #2 True or False #9
(11) The student develops an understanding of professional communications through exploration of the Arts, Audio/Video Technology, and Communications Career Cluster. The student is expected to:	(U) apply desktop publishing to create products using word processing programs, editing products, or drawing programs; design elements such as text, graphics, headlines, color, white space; typography concepts, including font size and style; and graphic design concepts such as contrast, alignment, repetition, and proximity	(iv) apply desktop publishing to create products using typography concepts, including font style	Narrative: Pg. 67 Typography; Pg. 67 Figure 5.10, Pg. 80 Technology & Communication, Pg. 75 Composing, Editing, and Formatting a Variety of Written Documents paragraph 2, Pg. 80 Typography in Informal Documents, Pg. 86 Formatting Formal Documents, Pg. 161 Formatting Resumes and Cover Letters Activity: Chapter 5 Test Your Knowledge: True or False #7, Short Answer #8; Chapter 5 Create and Design Part 4: Publishing, Chapter 6 Test Your Knowledge: Short Answer #5, Chapter 7 Test Your Knowledge: Short Answer #6 and #8, Chapter 12 Test Your knowledge: Short Answer #2 True or False #9
(11) The student develops an understanding of professional communications through exploration of the Arts, Audio/Video Technology, and Communications Career Cluster. The student is expected to:	(U) apply desktop publishing to create products using word processing programs, editing products, or drawing programs; design elements such as text, graphics, headlines, color, white space; typography concepts, including font size and style; and graphic design concepts such as contrast, alignment, repetition, and proximity	(v) apply desktop publishing to create products using graphic design concepts	Narrative: Pg. 66 Publishing; Pg. 67 Figure 5.10, Pg. 80 Technology & Communication, Pg. 75 Composing, Editing, and Formatting a Variety of Written Documents paragraph 2, Pg. 80 Typography in Informal Documents, Pg. 86 Formatting Formal Documents, Pg. 161 Formatting Resumes and Cover Letters Activity: Chapter 5 Test Your Knowledge: True or False #8, Short Answer #8; Chapter 5 Create and Design Part 4: Publishing, Chapter 6 Test Your Knowledge: Short Answer #5, Chapter 7 Test Your Knowledge: Short Answer #6 and #8, Chapter 12 Test Your knowledge: Short Answer #2
(11) The student develops an understanding of professional communications through exploration of the Arts, Audio/Video Technology, and Communications Career Cluster. The student is expected to:	(V) develop and reference technical documentation	(i) develop technical documentation	Narrative: Pg. 52 Appropriate Use of Language; Pg. 53 Figure 5.1, Pg. 94 Writing and Formatting Technical Documents Activity: Chapter 5 Test Your Knowledge: True or False #1, Chapter 7 Test Your Knowledge: True or False #1, Chapter 7 Create and Design

Knowledge and Skill Statement	Student Expectation	Breakout	Narrative/Activity
(11) The student develops an understanding of professional communications through exploration of the Arts, Audio/Video Technology, and Communications Career Cluster. The student is expected to:	(V) develop and reference technical documentation	(ii) reference technical documentation	Narrative: Pg. 53 paragraph 1 Activity: Chapter 5 Test Your Knowledge: Short Answer #9
(11) The student develops an understanding of professional communications through exploration of the Arts, Audio/Video Technology, and Communications Career Cluster. The student is expected to:	(W) deliver digital products in a variety of appropriate media	(i) deliver digital products in a variety of appropriate media	Narrative: Pg. 75 Composing, Editing, and Formatting a Variety of Written Documents paragraph 2, Pg. 80 Technology & Communication, Pg. 86 Formatting Formal Documents Activity: Chapter 6 Test Your Knowledge: Short Answer #6, Chapter 7 Create and Design