

<i>Proclamation 2020</i> Breakouts to the Texas Essential Knowledge and Skills (TEKS): Student/Teacher Material		
Subject	Chapter 110. Texas Essential Knowledge and Skills for English Language Arts and Reading	
Subchapter	Subchapter C. High School	
Course	§110.50. Contemporary Media (One Credit)	
(a) Introduction		
<p>(1) Students enrolled in Contemporary Media will understand how media influence tastes, behavior, purchasing, and voting decisions. Students who are media literate understand television, radio, film, and other visual images and auditory messages.</p> <p>(2) For high school students whose first language is not English, the students' native language serves as a foundation for English language acquisition and language learning.</p> <p>(3) 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> <p>(4) The essential knowledge and skills as well as the student expectations for Contemporary Media, an elective course, are described in subsection (b) of this section.</p>		
(b) Knowledge and Skills.		
Knowledge and Skills Statement	Student Expectation	Breakout
(1) The student identifies the history and evolution of media used for mass communication. The student is expected to:	(A) examine the development of the technologies that influence each medium	(i) examine the development of the technologies that influence each medium
(1) The student identifies the history and evolution of media used for mass communication. The student is expected to:	(B) analyze the historical contributions made by various media personnel	(i) analyze the historical contributions made by various media personnel
(2) The student recognizes the types and functions of mass media. The student is expected to:	(A) identify the types of mass media such as television, radio, Internet, podcast, YouTube, newspaper, periodicals, blogs, social networking, emailing, texting, search engines, and music	(i) identify the types of mass media

Knowledge and Skills Statement	Student Expectation	Breakout
(2) The student recognizes the types and functions of mass media. The student is expected to:	(B) analyze the roles of media as sources of information, entertainment, persuasion, and education	(i) analyze the roles of media as sources of information
(2) The student recognizes the types and functions of mass media. The student is expected to:	(B) analyze the roles of media as sources of information, entertainment, persuasion, and education	(ii) analyze the roles of media as sources of entertainment
(2) The student recognizes the types and functions of mass media. The student is expected to:	(B) analyze the roles of media as sources of information, entertainment, persuasion, and education	(iii) analyze the roles of media as sources of persuasion
(2) The student recognizes the types and functions of mass media. The student is expected to:	(B) analyze the roles of media as sources of information, entertainment, persuasion, and education	(iv) analyze the roles of media as sources of education
(3) The student identifies and analyzes regulations that govern media. The student is expected to:	(A) identify the appropriate government agencies that regulate media	(i) identify the appropriate government agencies that regulate media
(3) The student identifies and analyzes regulations that govern media. The student is expected to:	(B) analyze government regulatory issues regarding censorship, political campaigns, news, ethics, and responsibilities	(i) analyze government regulatory issues regarding censorship
(3) The student identifies and analyzes regulations that govern media. The student is expected to:	(B) analyze government regulatory issues regarding censorship, political campaigns, news, ethics, and responsibilities	(ii) analyze government regulatory issues regarding political campaigns
(3) The student identifies and analyzes regulations that govern media. The student is expected to:	(B) analyze government regulatory issues regarding censorship, political campaigns, news, ethics, and responsibilities	(iii) analyze government regulatory issues regarding news

Knowledge and Skills Statement	Student Expectation	Breakout
(3) The student identifies and analyzes regulations that govern media. The student is expected to:	(B) analyze government regulatory issues regarding censorship, political campaigns, news, ethics, and responsibilities	(iv) analyze government regulatory issues regarding ethics
(3) The student identifies and analyzes regulations that govern media. The student is expected to:	(B) analyze government regulatory issues regarding censorship, political campaigns, news, ethics, and responsibilities	(v) analyze government regulatory issues regarding responsibilities
(4) The student analyzes the influence of media. The student is expected to:	(A) analyze the influence of viewing and listening habits on individuals	(i) analyze the influence of viewing habits on individuals
(4) The student analyzes the influence of media. The student is expected to:	(A) analyze the influence of viewing and listening habits on individuals	(ii) analyze the influence of listening habits on individuals
(4) The student analyzes the influence of media. The student is expected to:	(B) analyze the influence of media in shaping governmental decisions, social choices, and cultural norms	(i) analyze the influence of media in shaping governmental decisions
(4) The student analyzes the influence of media. The student is expected to:	(B) analyze the influence of media in shaping governmental decisions, social choices, and cultural norms	(ii) analyze the influence of media in shaping social choices
(4) The student analyzes the influence of media. The student is expected to:	(B) analyze the influence of media in shaping governmental decisions, social choices, and cultural norms	(iii) analyze the influence of media in shaping cultural norms
(4) The student analyzes the influence of media. The student is expected to:	(C) evaluate standards for "quality programming"	(i) evaluate standards for "quality programming"
(4) The student analyzes the influence of media. The student is expected to:	(D) analyze possible ways to improve mass media	(i) analyze possible ways to improve mass media

Knowledge and Skills Statement	Student Expectation	Breakout
(5) The student analyzes, creates, and evaluates visual and auditory messages. The student is expected to:	(A) develop skills for organizing, writing, and designing media messages for specific purposes and effects	(i) develop skills for organizing media messages for specific purposes
(5) The student analyzes, creates, and evaluates visual and auditory messages. The student is expected to:	(A) develop skills for organizing, writing, and designing media messages for specific purposes and effects	(ii) develop skills for organizing media messages for specific effects
(5) The student analyzes, creates, and evaluates visual and auditory messages. The student is expected to:	(A) develop skills for organizing, writing, and designing media messages for specific purposes and effects	(iii) develop skills for writing media messages for specific purposes
(5) The student analyzes, creates, and evaluates visual and auditory messages. The student is expected to:	(A) develop skills for organizing, writing, and designing media messages for specific purposes and effects	(iv) develop skills for writing media messages for specific effects
(5) The student analyzes, creates, and evaluates visual and auditory messages. The student is expected to:	(A) develop skills for organizing, writing, and designing media messages for specific purposes and effects	(v) develop skills for designing media messages for specific purposes
(5) The student analyzes, creates, and evaluates visual and auditory messages. The student is expected to:	(A) develop skills for organizing, writing, and designing media messages for specific purposes and effects	(vi) develop skills for designing media messages for specific effects
(5) The student analyzes, creates, and evaluates visual and auditory messages. The student is expected to:	(B) develop technical and communication skills needed by various media personnel	(i) develop technical skills needed by various media personnel
(5) The student analyzes, creates, and evaluates visual and auditory messages. The student is expected to:	(B) develop technical and communication skills needed by various media personnel	(ii) develop communication skills needed by various media personnel

Knowledge and Skills Statement	Student Expectation	Breakout
(5) The student analyzes, creates, and evaluates visual and auditory messages. The student is expected to:	(C) plan, organize, produce, and present media messages	(i) plan media messages
(5) The student analyzes, creates, and evaluates visual and auditory messages. The student is expected to:	(C) plan, organize, produce, and present media messages	(ii) organize media messages
(5) The student analyzes, creates, and evaluates visual and auditory messages. The student is expected to:	(C) plan, organize, produce, and present media messages	(iii) produce media messages
(5) The student analyzes, creates, and evaluates visual and auditory messages. The student is expected to:	(C) plan, organize, produce, and present media messages	(iv) present media messages