

## FLINT RIVER ACADEMY TECHNOLOGY STANDARDS

**Course Description:** The goal of this course is to provide students with an understanding of communication skills and current and upcoming technology and its impact personally and professionally. Competency will be developed in the areas of oral and written communication, interpersonal skills, and the use of current technology.

### **FOUNDATIONS OF COMMUNICATION**

Students will communicate in a clear, complete, concise, correct, and courteous manner personally and professionally using a variety of formats.

1. Students will understand the nature of and practice written communication by planning and writing documents that are appropriate for the situation, purpose, and audience.
  - a. Analyze the situation, purpose, and audience to guide the planning, writing, and revising of written material.
  - b. Develop and use a writing process appropriate to the situation.
  - c. Design letters, memos, and reports that conform to workplace standards and conventions.
  - d. Demonstrate and understand effective layout, design, and typography.
  - e. Create technical/business documents and presentations that are informational, persuasive, and analytical.
  - f. Revise and edit documents to improve content and effectiveness.
  - g. Analyze and respond to business case studies.
  - h. Research, analyze, and prepare collaboratively a written response to a business problem.
  
2. Students will understand the nature of and practice oral communication by communicating in a clear, courteous, concise, and appropriate manner.
  - a. Analyze the situation, purpose, and audience to guide the planning and presentation of oral communication.
  - b. Select language, visuals, and method of delivery appropriate to the situation.
  - c. Use proper telephone and email techniques and etiquette.
  - d. Ask questions with confidence to elicit general and specific information.
  - e. Respond to questions directly and appropriately.
  - f. Organize thoughts to reflect logical thinking before speaking.
  - g. Plan and present short presentations individually and as a member of a group.
  - h. Deliver impromptu and planned speeches with confidence.
  
3. Students will listen discriminately and respond appropriately to oral communication.
  - a. Analyze the situation, purpose, and audience of an oral message.
  - b. Listen discriminately in order to separate verifiable information from opinion.
  - c. Critique media and oral presentations analytically and critically.
  - d. Assess and respond to a speaker's nonverbal messages.

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- e. Identify and overcome major barriers to enhance active listening.
- f. Direct courteous attention to multiple speakers within a group to obtain key facts.

### **SOCIETAL COMMUNICATION**

Students will apply basic social communication skills in both personal and professional settings.

4. Students will locate, assess, and use information from a variety of print and online sources.

- a. Locate print and online information to aid in decision making and strengthening arguments.
- b. Understand how statistics can be interpreted and manipulated.
- c. Identify and assess common logical fallacies, such as over-generalization and distorted data.
- d. Understand ethical issues involved in gathering, displaying, and interpreting data.
- e. Identify content and design errors in visual displays of data such as tables, graphs, and charts.
- f. Use research strategies to confirm accuracy, authority, and validity of information in technical/business communication.

5. Students will read and analyze for content, interpretation, and inference.

- a. Apply reading skills to identify and analyze the situation, purpose, and audience when reading print and online material.
- b. Use context clues to recognize word meaning.
- c. Select appropriate reading method for a particular situation, e.g. skimming, scanning, speed reading, and in-depth reading.
- d. Distinguish between literal and inferential statements.
- e. Discuss print and online persuasive information and its impact on decision making.
- f. Interpret technical/business correspondence, professional articles, and supporting graphic materials.
- g. Interpret and use information from manuals, computer printouts, and electronic sources.
- h. Analyze and synthesize information from print and electronic sources to create a group project or product.

### **WORKPLACE COMMUNICATION**

Students will incorporate appropriate leadership and supervision techniques, customer service strategies, and personal ethics standards to communicate effectively.

6. Students will demonstrate the ability to effectively communicate using a variety of written techniques in business and personal environments.

- a. Communicate in a clear, courteous, concise, and correct manner.
- b. Read and follow directions.

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- c. Incorporate a variety of references, resources, and graphics when writing letters or composing emails.
  - d. Listen objectively and record major points of a speaker's message.
  - e. Demonstrate the use of correct spelling, grammar, and word usage.
  - f. Cite both print and electronic sources correctly to avoid plagiarism.
  - g. Compose a communication document that reflects international differences and incorporates current business practices and protocol.
  - h. Prepare and present a business report.
  - i. Explain the benefits of effective communication skills in the workplace.
  - j. Communicate thoughts, ideas, and information effectively in writing.
  - k. Relate the changes to business social customs due to email and Internet communications.
  - l. Evaluate and select several resources from a variety of information sources by reviewing each author's credentials, perspective, or bias.
  - m. Research and apply knowledge of ethical and legal issues within the business technology industry.
  - n. Analyze the role of personal integrity and ethical behavior in the workplace.
  - o. Use appropriate technology to plan, develop, edit, and present material to different types of audiences.
7. Students will effectively demonstrate the ability to communicate using a variety of oral and listening techniques in business and personal environments.
- a. Demonstrate courtesy and respect for the speaker through active listening.
  - b. Communicate in a clear, courteous, concise, and correct manner.
  - c. Develop and practice effective oral communication skills.
  - d. Compare and contrast fact and opinion.
  - e. Participate in a group discussion for problem resolution.
  - f. Prepare, deliver, and evaluate oral instructions.
  - g. Use technology appropriately to enhance oral presentations.
  - h. Demonstrate ability to speak persuasively for a specific cause.
  - i. Critique effectiveness of an oral message or directive.
  - j. Research a given topic and present affirmative and negative arguments.
  - k. Determine the appropriate channel for effective communication.
  - l. Use appropriate technology to plan, develop, edit, and present material to a variety of audiences, e.g. multimedia presentation, speech.
8. Students will demonstrate a variety of written and oral skills in the pursuit of employment in the communication and multimedia fields.
- a. Explore and identify careers in communication and multimedia.
  - b. Explore job search strategies and sources for job placement.
  - c. Compose and produce an effective resume, application letter, and follow-up letter for a position in a communication or multimedia field.
  - d. Identify and demonstrate proper job interview techniques.

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### **TECHNOLOGICAL COMMUNICATION**

Students will use technology as a tool to increase productivity in completing a variety of tasks to create, edit, and publish industry appropriate documents and presentations for personal and professional use.

9. Students will understand the laws and licenses involved in multimedia production.
  - a. Explain the key principals in the Electronic User's Bill of Rights, e.g. safety, security, ownership, privacy.
  - b. Identify copyright and patent laws pertaining to scanned images and documents and information downloaded from the Internet.
  - c. Identify licensing agreements pertaining to audio and video files.
  - d. Identify licensing agreements associated with multimedia presentations and electronic communications.
  
10. Students will understand hardware, software, and the preparation needed to create a multimedia presentation for business or personal use.
  - a. Identify multimedia equipment and computer hardware requirements for various types of media.
  - b. Identify, select, and apply multimedia software appropriate for specific tasks.
  - c. Explore emerging multimedia software.
  - d. Identify components of effective oral and electronic presentations.
  - e. Identify design principles used in multimedia production.
  - f. Describe examples of digital media such as graphics, digital photography, video, audio, and animation.
  
11. Students will use multimedia software to effectively produce a variety of personal and business media-rich projects.
  - a. Create and present original multimedia presentations to appeal to a target audience.
  - b. Create a multimedia project collaboratively.
  - c. Demonstrate the ability to develop a multimedia product that enables the presenter to interact persuasively for a specific cause.
  - d. Use multimedia software to create projects on academic curriculum.
  - e. Select and integrate multimedia software products appropriate for various computer platforms.
  - f. Create a stand alone version of a presentation.
  - g. Identify the components of and develop an interactive presentation.
  - h. Determine the appropriate type of multimedia presentation based upon purpose, intended audience, life of presentation, cost limits, time restraints, and available equipment.
  - i. Design and plan a multimedia project using master slides, transitions/animation, audio, graphics, and video files.
  - j. Create, capture, download, edit, import/export, and manipulate animation, audio, graphics, sound, and video files.

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- k. Use storyboarding, outlining, and time management organizational tools to plan and produce multimedia projects.
- l. Import linked and embedded objects into a multimedia presentation.

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