

Texas College and Career Readiness Standards correlation of standards with Goodheart-Willcox Retailing and E-tailing ©2015 by Mickey Kosloski and Sharon Davis		
This chart correlates the College and Career Readiness Standards developed by the Texas Education Agency and the Texas Higher Education Coordinating Board. All standards may not be appropriate for all classes.		
Texas College and Career Readiness Standards		Page Numbers
Writing	A. Compose a variety of texts that demonstrate clear focus, the logical development of ideas in well-organized paragraphs, and the use of appropriate language that advances the author's purpose.	
	1	Determine effective approaches, forms, and rhetorical techniques that demonstrate understanding of the writer's purpose and audience. pp. 120, 236
	2	Generate ideas and gather information relevant to the topic and purpose, keeping careful records of outside sources. pp. 48, 474
	3	Evaluate relevance, quality, sufficiency, and depth of preliminary ideas and information, organize material generated, and formulate a thesis. pp. 48, 210
	4	Recognize the importance of revision as the key to effective writing. Each draft should refine key ideas and organize them more logically and fluidly, use language more precisely and effectively, and draw the reader to the author's purpose. pp. 23
	5	Edit writing for proper voice, tense, and syntax, assuring that it conforms to standard English, when appropriate. pp. 23, 312
	A. Locate explicit textual information, draw complex inferences, and analyze and evaluate the information within and across texts of varying lengths.	

Reading	1	Use effective reading strategies to determine a written work's purpose and intended audience.	pp. 210, 236, 262 (prep)
	2	Use text features and graphics to form an overview of informational texts and to determine where to locate information.	pp. 47, 258
	3	Identify explicit and implicit textual information including main ideas and author's purpose.	pp. 26, 47, 67, 96, 146, 186, 210, 236,
	4	Draw and support complex inferences from text to summarize, draw conclusions, and distinguish facts from simple assertions and opinions.	pp. 67 (listening), 258, 262
	5	Analyze the presentation of information and the strength and quality of evidence used by the author, and judge the coherence and logic of the presentation	pp. 67 (listening), 258, 262
	6	Analyze imagery in literary texts.	pp. 282
	7	Evaluate the use of both literal and figurative language to inform and shape the perceptions of readers.	pp. 282 , 312
	8	Compare and analyze how generic features are used across texts.	
	9	Identify and analyze the audience, purpose, and message of an informational or persuasive text.	pp. 124, 182, 210, 346
	10	Identify and analyze how an author's use of language appeals to the senses, creates imagery, and suggests mood.	pp. 282
	11	Identify, analyze, and evaluate similarities and differences in how multiple texts present information, argue a position, or relate a theme.	pp. 182, 388
B. Understand new vocabulary and concepts and use them accurately in reading, speaking, and writing.			
	1	Identify new words and concepts acquired through study of their relationships to other words and concepts.	pp. 67, 146, 236 (writing), 388, 431
	2	Apply knowledge of roots and affixes to infer the meanings of new words.	pp. 67
	3	Use reference guides to confirm the meanings of new words or concepts.	pp. 258, 414
C. Describe, analyze, and evaluate information within and across literary and other texts from a variety of cultures and historical periods.			
	1	Read a wide variety of texts from American, European, and world literatures.	
	2	Analyze themes, structures, and elements of myths, traditional narratives, and classical and contemporary literature.	
	3	Analyze works of literature for what they suggest about the historical period and cultural contexts in which they were written.	pp. 388
	4	Analyze and compare the use of language in literary works from a variety of world cultures.	
D. Explain how literary and other texts evoke personal experience and reveal character in particular historical circumstances.			
	1	Describe insights gained about oneself, others, or the world from reading specific texts.	pp. 346, 474
	2	Analyze the influence of myths, folktales, fables, and classical literature from a variety of world cultures on later literature and film.	pp. 182
A. Understand the elements of communication both in informal group discussions and formal presentations (e.g., accuracy, relevance, rhetorical features, organization of information).			

Speaking	1	Understand how style and content of spoken language varies in different contexts and influences the listener's understanding.	pp. 24, 160
	2	Adjust presentation (delivery, vocabulary, length) to particular audiences and purposes.	pp. 120, 160
	B. Develop effective speaking styles for both group and one-on-one situations.		
	1	Participate actively and effectively in one-on-one oral communication situations.	pp. 144
	2	Participate actively and effectively in group discussions.	pp. 182, 236 (reading), 454
	3	Plan and deliver focused and coherent presentations that convey clear and distinct perspectives and demonstrate solid reasoning.	pp. 120, 160
Listening	A. Apply listening skills as an individual and as a member of a group in a variety of settings (e.g., lectures, discussions, conversations, team projects, presentations, interviews).		
	1	Analyze and evaluate the effectiveness of a public presentation.	pp. 67, 346
	2	Interpret a speaker's message; identify the position taken and the evidence in support of that position.	pp. 67, 262, 285, 346
	3	Use a variety of strategies to enhance listening comprehension (e.g., focus attention on message, monitor message for clarity and understanding, provide verbal and nonverbal feedback, note cues such as change of pace or particular words that indicate a new point is about to be made, select and organize key information).	pp. 67, 236 (writing)
	B. Listen effectively in informal and formal situations.		
	1	Listen critically and respond appropriately to presentations.	pp. 159, 346, 368, 414
	2	Listen actively and effectively in one-on-one communication situations.	pp. 48 (writing), 94, 282, 388
Research	3	Listen actively and effectively in group discussions.	pp. 159, 185, 368
	A. Formulate topic and questions.		
	1	Formulate research questions.	pp. 48 (writing), 94
	2	Explore a research topic.	pp. 144, 454 (writing)
	3	Refine research topic and devise a timeline for completing work.	pp. 144
	B. Select information from a variety of sources.		
	1	Gather relevant sources.	pp. 23, 67, 97, 120, 144, 258 (writing), 474
	2	Evaluate the validity and reliability of sources.	pp. 67, 262, 368
	3	Synthesize and organize information effectively.	pp. 67, 94, 258 (writing), 368, 431
	C. Produce and design a document.		
	1	Design and present an effective product.	pp. 24, 120, 160
	2	Use source material ethically.	pp. 67, 120, 144, 258 (writing)