



Goodheart-Willcox Publisher

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Goodheart-Willcox Publisher Correlation of PROFESSIONAL COMMUNICATION ©2017 to the Texas Essential Knowledge and Skills (TEKS) Course: Professional Communications (MLC 9551)		
	STANDARD	CORRELATING PAGES
Standard (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 certification for employment;	
	(i)	explore opportunities in training for employment; Narrative: Pg. 427 Education, Training, and Certification; Pg. 430–431 Training Activity: Pg. 437 Review Your Knowledge #7; Pg. 438 Internet Research: Career Opportunities
	(ii)	explore opportunities in education for employment; Narrative: Pg. 427–430 Education; Pg. 432–433 College Access Activity: Pg. 437 Review Your Knowledge #9; Pg. 438 Internet Research: Career Opportunities; Pg. 438 Teamwork
	(iii)	explore opportunities in certifications for employment; Narrative: Pg. 422–424 Finding Career Information; Pg. 431–432 Professional Certification Activity: Pg. 437 Review Your Knowledge #7; Pg. 438 Internet Research: Career Opportunities; Pg. 438 Internet Research: Career Match
(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. 56–58 Ethical Communication; Pg. 32 Characteristics of Effective Team Members (first and second paragraphs); Pg. 59 Ethical Internet use (first paragraph) Activity: Pg. 76 Teamwork; Pg. 43 Apply Your Knowledge #4
(ii)	demonstrate personal qualities needed to be employable; Narrative: Pg. 28 Listen Carefully, Speak Clearly; Pg. 32–33 Interpersonal Skills Activity: Pg. 43 Apply Your Knowledge #2, 4; Pg. 44 Communication Skills: Listening	
(C) (i)	demonstrate skills related to seeking and applying for employment;	Narrative: Pg. 451–453 Applying For Employment; Pg. 454–457 Job Interview Activity: Pg. 463 Apply Your Knowledge #6, 7; Pg. 464 Teamwork
(D)	create résumé and cover letter/letter of interest to document work experiences, licenses, certifications, and work samples; and	
	(i)	create résumé to document work experiences; Narrative: Pg. 444 Figure 19-2; Pg. 444–445 Experience Activity: Pg. 463 Apply Your Knowledge #1, 2; Pg. 464 Internet Research: Infographic Résumés
(ii)	create résumé to document licenses; Narrative: Pg. 442 Writing a Résumé; Pg. 446 Education; Pg. 452 paragraph 2 Portfolio Activity: Pg. 463 Apply Your Knowledge #1; Pg. 464 Portfolio Development: Presenting Your Portfolio	

	(iii)	create résumé to document certifications;	Narrative: Pg. 431 Professional Certification; Pg. 446 Education; Pg. 452 paragraph 2 Portfolio Activity: Pg. 217 Portfolio Development: Certificates; Pg. 463 Apply Your Knowledge #1, 5
	(iv)	create résumé to document work samples;	Narrative: Pg. 442 Writing a Résumé; Pg. 452 paragraph 2 Portfolio; Pg. 452 Applying in Person Activity: Pg. 464 Internet Research: Infographic Résumés; Pg. 464 Portfolio Development: Presenting Your Portfolio
	(v)	create cover letter/letter of interest; and	Narrative: Pg. 449–451 Writing Cover Messages; Pg. 452–453 Applying Online Activity: Pg. 463 Review Your Knowledge #4; Pg. 463 Apply Your Knowledge #5, 8
(E)	demonstrate skills in evaluating and comparing employment opportunities.		
	(i)	demonstrate skills in evaluating employment opportunities.	Narrative: Pg. 422–424 Finding Career Information; Pg. 425 Informational Interviews; Pg. 452 paragraph 1 Activity: Pg. 437 Apply Your Knowledge #6; Pg. 464 Internet Research: Evaluating and Comparing Employment Opportunities
	(ii)	demonstrate skills in comparing employment opportunities.	Narrative: Pg. 422–424 Finding Career Information; Pg. 425 Informational Interviews; Pg. 452 paragraph 1 Activity: Pg. 437 Apply Your Knowledge #6; Pg. 464 Internet Research: Evaluating and Comparing Employment Opportunities
Standard (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: Pg. 266–274 Reports; Pg. 275–283 Writing Formal Reports Activity: Pg. 290 Apply Your Knowledge #1, 6; Pg. 290 Internet Research: Finding Credible Sources
	(ii)	demonstrate use of technical concepts;	Narrative: Pg. 244–253 Technical Documents; Pg. 302–308 Desktop Publishing Activity: Pg. 261 Apply Your Knowledge #2, 3; Pg. 310 Apply Your Knowledge #4
	(iii)	demonstrate use of vocabulary;	Narrative: Pg. 173–177 Choosing Words Activity: Pg. 186 Apply Your Knowledge #1; Pg. 187 Apply Your Knowledge #2, 3, 6
(B)	use correct grammar, punctuation, and terminology to write and edit documents;		
	(i)	use correct grammar to write documents;	Narrative: Pg. 82 paragraph 1 Grammar; Pg. 158 paragraph 1; Pg. 158 paragraph 3 Grammar Activity: Pg. 111 Apply Your Knowledge #4; Pg. 165 Apply Your Knowledge #1; Pg. 165 Communication Skills: Writing
	(ii)	use correct grammar to edit documents;	Narrative: Pg. 158 Editing; Pg. 178 last paragraph Activity: Pg. 165 Apply Your Knowledge #6; Pg. 166 Internet Research: Communication Careers; Pg. 187 Apply Your Knowledge #7
	(iii)	use correct punctuation to write documents;	Narrative: Pg. 116–127 Punctuation Activity: Pg. 142 Apply Your Knowledge #1; Pg. 142 Communication Skills: Writing; Pg. 143 Internet Research: History of Punctuation; Pg. 143 CTSOs Event Prep: Writing
	(iv)	use correct punctuation to edit documents;	Narrative: Pg. 116–127 Punctuation Activity: Pg. 142 Apply Your Knowledge #1; Pg. 142 Communication Skills: Writing; Pg. 143 Internet Research: History of Punctuation; Pg. 143 CTSOs Event Prep: Writing

	(v)	use correct terminology to write documents;	Narrative: Pg. 173–177 Choosing Words; Pg. 182–183 Avoid Redundancies Activity: Pg. 187 Apply Your Knowledge #3, 4, 6
	(vi)	use correct terminology to edit documents;	Narrative: Pg. 173–177 Choosing Words; Pg. 182–183 Avoid Redundancies Activity: Pg. 187 Apply Your Knowledge #3, 4, 6
(C)	identify assumptions, purpose, outcomes, solutions, and propaganda techniques;		
	(i)	identify assumptions;	Narrative: Pg. 210 paragraph 2 Sales Message; Pg. 383 paragraph 2 Activity: Pg. 216 Apply Your Knowledge #7; Pg. 390 Communication Skills: Listening; Pg. 390 Internet Research: Communication Errors
	(ii)	identify purpose;	Narrative: Pg. 244 Technical Documents; Pg. 394–395 Consider the Writer’s Purpose, Consider Your Purpose for Reading Activity: Pg. 261 Review Your Knowledge #1, 4; Pg. 408 Apply Your Knowledge #1
	(iii)	identify outcomes;	Narrative: Pg. 209 first sentence; Pg. 245 Instructions second bullet Activity: Pg. 216 Apply Your Knowledge #7; Pg. 261 Apply Your Knowledge #3, 4
	(iv)	identify solutions;	Narrative: Pg. 38 Conflict Resolution Skills; Pg. 209 second sentence Activity: Pg. 43 Apply Your Knowledge #8; Pg. 216 Apply Your Knowledge #7
	(v)	identify propaganda techniques;	Narrative: Pg. 210 paragraph 2; Pg. 395 paragraph 1 Activity: Pg. 216 Apply Your Knowledge #7, 8, 9
(D)	compose and edit copy for a variety of written documents;		
	(i)	compose copy for a variety of written documents;	Narrative: Pg. 154–158 Writing; Pg. 254–259 Social Media Activity: Pg. 165 Apply Your Knowledge #2; Pg. 261 Apply Your Knowledge #6; Pg. 262 Communication Skills: Writing
	(ii)	edit copy for a variety of written documents;	Narrative: Pg. 158 Editing Activity: Pg. 165 Apply Your Knowledge #6; Pg. 166 Internet Research: Communication Careers; Pg. 262 Communication Skills: Writing
(E)	evaluate oral and written information; and		
	(i)	evaluate oral information;	Narrative: Pg. 382–383 Evaluate the Message; Pg. 386 Provide Feedback Activity: Pg. 389 Review Your Knowledge #7; Pg. 390 Apply Your Knowledge #4
	(ii)	evaluate written information; and	Narrative: Pg. 10 Feedback; Pg. 158 Soliciting Feedback Activity: Pg. 21 Apply Your Knowledge #2; Pg. 165 Apply Your Knowledge #2; Pg. 166 Teamwork
(F)	research topics for the preparation of oral and written communications.		
	(i)	research topics for the preparation of oral communications.	Narrative: Pg. 325 Where Is the Information? Activity: Pg. 333 Apply Your Knowledge #5, 7; Pg. 334 Communication Skills: Writing; Pg. 334 Internet Research: Speaking Occasion
	(ii)	research topics for the preparation of written communications.	Narrative: Pg. 268–272 Where Is the Information? Activity: Pg. 290 Apply Your Knowledge #1, 2, 5; Pg. 290 Internet Research: Finding Credible Sources
Standard (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. 148–149 Who Is the Audience?; Pg. 175 Use Jargon Sparingly

			Activity: Pg. 165 Apply Your Knowledge #8; Pg. 187 Apply Your Knowledge #2, 7
	(ii)	adapt language for purpose;	Narrative: Pg. 6 last paragraph; Pg. 267 What Do You Want to Communicate? Activity: Pg. 21 Apply Your Knowledge #1; Pg. 217 Teamwork; Pg. 290 Communication Skills: Writing
	(iii)	adapt language for situation;	Narrative: Pg. 175–176 Avoid Buzzwords and Clichés Activity: Pg. 186 Apply Your Knowledge #1; Pg. 187 Apply Your Knowledge #2; Pg. 188 Internet Research: Formal and Informal Language; Pg. 188 Teamwork
	(iv)	adapt language for intent;	Narrative: Pg. 151 Why Are You Writing? Activity: Pg. 21 Apply Your Knowledge #1; Pg. 165 Apply Your Knowledge #4; Pg. 217 Teamwork
(B)	organize oral and written information;		
	(i)	organize oral information;	Narrative: Pg. 327 How Should the Presentation Be Organized? Activity: Pg. 333 Apply Your Knowledge #1, 2, 8; Pg. 333–334 Communication Skills: Speaking
	(ii)	organize written information;	Narrative: Pg. 151–153 How Should the Information Be Organized? Activity: Pg. 165 Apply Your Knowledge #4; Pg. 165 Communication Skills: Writing; Pg. 166 Portfolio Development: Digital File Formats
(C)	interpret and communicate information, data, and observations;		
	(i)	interpret information;	Narrative: Pg. 294–301 Visual Communication paragraph 3; Pg. 383 paragraph 3 Activity: Pg. 165 Apply Your Knowledge #4; Pg. 310 Apply Your Knowledge #1
	(ii)	communicate information;	Narrative: Pg. 277 Body; Pg. 300 Using Visuals Activity: Pg. 165 Apply Your Knowledge #4; Pg. 290 Apply Your Knowledge #1; Pg. 310 Apply Your Knowledge #1
	(iii)	interpret data;	Narrative: Pg. 268–270 Where Is the Information?; Pg. 297 second bullet Bar Graphs Activity: Pg. 290 Apply Your Knowledge #4; Pg. 290 Internet Research: Finding Credible Sources; Pg. 310 Apply Your Knowledge #1
	(iv)	communicate data;	Narrative: Pg. 277 Body; Pg. 294 Visual Communication Activity: Pg. 290 Apply Your Knowledge #1, 4; Pg. 310 Apply Your Knowledge #1; Pg. 310 Communication Skills: Writing
	(v)	interpret observation;	Narrative: Pg. 270 second paragraph Observations Activity: Pg. 290 Apply Your Knowledge #2, 4; Pg. 291 Teamwork
	(vi)	communicate observations;	Narrative: Pg. 270 second paragraph Observations Activity: Pg. 290 Apply Your Knowledge #2, 4; Pg. 291 Teamwork
(D)	deliver formal and informal presentations;		
	(i)	deliver formal presentations;	Narrative: Pg. 349 Deliver and Evaluate the Presentation Activity: Pg. 352 Apply Your Knowledge #6; Pg. 352 Communication Skills: Speaking; Pg. 353 Internet Research: Valedictorian Speech; Pg. 353 Teamwork
	(ii)	deliver informal presentations;	Narrative: Pg. 317 last paragraph; Pg. 318–320 Making Introductions Activity: Pg. 333 Apply Your Knowledge #1, 2
(E) (i)	apply active-listening skills;		Narrative: Pg. 378 Active Listening

		Activity: Pg. 390 Apply Your Knowledge #1; Pg. 390 Communication Skills: Listening; Pg. 390 Internet Research: Communication Errors
(F)	develop and interpret tables, charts, and figures;	
	(i)	develop tables; Narrative: Pg. 249 paragraph 4 Table of Contents; Pg. 295–296 Tables; Pg. 327 Develop an Outline Activity: Pg. 309 Review Your Knowledge #1; Pg. 310 Apply Your Knowledge #1
	(ii)	interpret tables; Narrative: Pg. 249 paragraph 4 Table of Contents; Pg. 295–296 Tables; Pg. 365 Figure 15-2 Activity: Pg. 309 Review Your Knowledge #1; Pg. 310 Apply Your Knowledge #1
	(iii)	develop charts; Narrative: Pg. 251 Step-by-Step Description; Pg. 253 Figure 10-4; Pg. 299 Charts Activity: Pg. 310 Apply Your Knowledge #1; Pg. 464 Portfolio Development: Presenting Your Portfolio
	(iv)	interpret charts; Narrative: Pg. 299 Charts Activity: Pg. 165 Communication Skills: Writing; Pg. 310 Apply Your Knowledge #1; Pg. 310 Communication Skills: Reading; Pg. 464 Portfolio Development: Presenting Your Portfolio
	(v)	develop figures; Narrative: Pg. 296–298 Figures; Pg. 340–341 Visuals Activity: Pg. 309 Review Your Knowledge #1; Pg. 310 Apply Your Knowledge #1
	(vi)	interpret figures; Narrative: Pg. 296–298 Figures; Pg. 340–341 Visuals Activity: Pg. 309 Review Your Knowledge #1; Pg. 310 Apply Your Knowledge #1
(G)	listen to and speak with diverse individuals; and	
	(i)	listen to diverse individuals; Narrative: Pg. 27–29 Communicating in a Diverse Workplace; Pg. 376–377 Listening Process Activity: Pg. 43 Review Your Knowledge #3; Pg. 44 Internet Research: English as a Second Language; Pg. 390 Communication Skills: Writing
	(ii)	speak with diverse individuals; and Narrative: Pg. 27–29 Communicating in a Diverse Workplace Activity: Pg. 43 Review Your Knowledge #3; Pg. 44 Internet Research: English as a Second Language; Pg. 311 Portfolio Development: Diversity Skills
(H)(i)	exhibit public relations skills. Narrative: Pg. 149 paragraph 1 Activity: Pg. 165 Apply Your Knowledge #4, 6, 7, 8	
Standard (4) The student understands and examines problem-solving methods. The student is expected to:		
(A)	employ critical-thinking skills independently and in groups; and	
	(i)	employ critical-thinking skills independently; Narrative: Pg. 32 paragraph 4 Critical-Thinking Skills; Pg. 454 last paragraph Activity: Pg. 43 Apply Your Knowledge #3; Pg. 463 Apply Your Knowledge #6, 7
	(ii)	employ critical-thinking skills in groups; and Narrative: Pg. 32 paragraph 4 Critical-Thinking Skills; Pg. 37–39 Group Conflict Activity: Pg. 43 Apply Your Knowledge #3, 8
(B) (i)	employ interpersonal skills in groups to solve problems. Narrative: Pg. 32–33 Interpersonal Skills; Pg. 37–39 Group Conflict Activity: Pg. 43 Apply Your Knowledge #3, 4, 8	
Standard (5) The student uses technology applications and processes. The student is expected to:		
(A)	use technology applications such as social media, e-mail, Internet, writing and publishing, presentation, and spreadsheet or database applications for audio and video production products; and	
	(i)	use technology applications for audio production Narrative: Pg. 365–366 Audio

		project;	Activity: Pg. 370 Apply Your Knowledge #1, 5, 6; Pg. 371 Teamwork
	(ii)	use technology applications for video production projects;	Narrative: Pg. 362–364 Video Activity: Pg. 370 Apply Your Knowledge #2, 5, 6; Pg. 371 Teamwork
(B) (i)		use processes such as personal information management, file management, and file sharing.	Narrative: Pg. 34 Time Management Skills; Pg. 237 E-mail Productivity Tools Activity: Pg. 44 Internet Research: Personal Information Management (PIM); Pg. 240 Review Your Knowledge #10; Pg. 240 Internet Research: E-mail
Standard (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. 423 last paragraph; Pg. 424 last paragraph Activity: Pg. 426 Check Your Understanding #4; Pg. 437 Review Your Knowledge #5; Pg. 437 Apply Your Knowledge #6
	(ii)	describe the types of businesses;	Narrative: Pg. 423 bulleted list Activity: Pg. 426 Check Your Understanding #4; Pg. 426 Build Your Vocabulary; Pg. 437 Review Your Knowledge #5; Pg. 437 Apply Your Knowledge #6
(B)	analyze and summarize the history and evolution of the various related fields of study; and		
	(i)	analyze the history of the various related fields of study;	Narrative: Pg. 64–73 Section 3.3 History of Communication Activity: Pg. 73 Check Your Understanding #1; Pg. 75 Review Your Knowledge #10; Pg. 76 Apply Your Knowledge #7, 8
	(ii)	summarize the history of the various related fields of study;	Narrative: Pg. 64–73 Section 3.3 History of Communication Activity: Pg. 73 Check Your Understanding #1; Pg. 75 Review Your Knowledge #10; Pg. 76 Apply Your Knowledge #7, 8
	(iii)	analyze the evolution of the various related fields of study;	Narrative: Pg. 64–73 Section 3.3 History of Communication Activity: Pg. 73 Check Your Understanding #1; Pg. 75 Review Your Knowledge #10; Pg. 76 Apply Your Knowledge #7, 8
	(iv)	summarize the evolution of the various related fields of study; and	Narrative: Pg. 64–73 Section 3.3 History of Communication Activity: Pg. 73 Check Your Understanding #1; Pg. 75 Review Your Knowledge #10; Pg. 76 Apply Your Knowledge #7, 8
(C) (i)		analyze the economic base in order to demonstrate an understanding of the economic factors influencing the industry as a whole.	Narrative: Pg. 64 Communication Career Cluster; Pg. 424 paragraph 2; Pg. 435 Need-based Awards Activity: Pg. 426 Build Your Vocabulary; Pg. 437 Apply Your Knowledge #6
Standard (7) The student applies safety regulations. The student is expected to:			
(A)	implement personal and classroom safety rules and regulations; and		
	(i)	implement personal safety rules and regulations;	Narrative: Pg. 39–41 Workplace Safety Activity: Pg. 41 Check Your Understanding #5; Pg. 43 Review Your Knowledge #10; Pg. 44 Communication Skills: Reading; Pg. 44 Teamwork
	(ii)	implement classroom safety rules and regulations; and	Narrative: Pg. 39–41 Workplace Safety Activity: Pg. 41 Check Your Understanding #5; Pg. 43 Review Your Knowledge #10; Pg. 44 Communication Skills: Reading; Pg. 44 Teamwork
(B) (i)		follow emergency procedures as needed.	Narrative: Pg. 39–41 Workplace Safety

		Activity: Pg. 41 Check Your Understanding #5; Pg. 43 Review Your Knowledge #10; Pg. 44 Communication Skills: Reading; Pg. 44 Teamwork
Standard (8) The student identifies and develops leadership characteristics. The student is expected to:		
(A) (i)	identify leadership characteristics; and	Narrative: Pg. 31–32 Leadership; Pg. 425 CTSO Goals Activity: Pg. 41 Check Your Understanding #2; Pg. 43 Review Your knowledge #8; Pg. 44 Communication Skills: Speaking
(B)	participate in student leadership and professional development activities.	
	(i) participate in student leadership activities.	Narrative: Pg. 425–426 Career and Technical Student Organizations Activity: Pg. 23 CTSOs Event Prep: Student Organizations Pg. 426 Check Your Understanding #5; Pg. 438 Teamwork; Pg. 439 CTSOs Event Prep: How to Prepare
	(ii) participate in professional development activities.	Narrative: Pg. 258 LinkedIn; Pg. 424 Networking Activity: Pg. 262 Internet Research: Social Media Writers; Pg. 391 Portfolio Development: Networking; Pg. 438 Teamwork
Standard (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) (i)	exhibit ethical conduct;	Narrative: Pg. 56–61 Ethical Communication Activity: Pg. 76 Communication Skills: Speaking; Pg. 76 Internet Research: Copyright; Pg. 76 Teamwork; Pg. 291 CTSOs Event Prep: Ethics
(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. 51 Copyright; Pg. 358 License Agreements Activity: Pg. 75 Apply Your Knowledge #4; Pg. 76 Internet Research: Copyright; Pg. 370 Internet Research: Fair Use and Copyright Laws
	(ii) discuss copyright laws in relation to duplication of materials;	Narrative: Pg. 51 Copyright; Pg. 358 License Agreements Activity: Pg. 75 Apply Your Knowledge #4; Pg. 76 Internet Research: Copyright; Pg. 370 Internet Research: Fair Use and Copyright Laws
(C) (i)	analyze the impact of communications on society; and	Narrative: Pg. 58 Honesty, Social Responsibility; Pg. 257–258 Blogs, Facebook, Twitter Activity: Pg. 75 Apply Your Knowledge #5; Pg. 261 Review Your Knowledge #9; Pg. 262 Communication Skills: Speaking
(D)	understand and exhibit digital citizenship.	
	(i) understand digital citizenship.	Narrative: Pg. 49–50 Digital Citizenship Activity: Pg. 75 Apply Your Knowledge #1, 2, 3, 4
	(ii) exhibit digital citizenship.	Narrative: Pg. 49–50 Digital Citizenship Activity: Pg. 75 Apply Your Knowledge #1, 2, 3, 4
Standard (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; and	
	(i) employ planning skills to relate to professional communications;	Narrative: Pg. 34 Time-Management Skills; Pg. 147 Prewriting; Pg. 323 Planning a Formal Presentation; Pg. 367 Schedule Activity: Pg. 44 Internet Research: Personal Information Management (PIM)
	(ii) employ time-management skills to relate to; professional communications; and	Narrative: Pg. 34 Time-Management Skills; Pg. 238 last bullet; Pg. 325 paragraph 3; Pg. 348 paragraphs 7–8 Activity: Pg. 44 Internet Research: Personal Information Management (PIM)

(B) (i)	use technology to enhance productivity.	Narrative: Pg. 237–238 E-mail Productivity Tools; Pg. 238 last bullet; Pg. 367 Schedule Activity: Pg. 240 Internet Research: E-mail; Pg. 390 Internet Research: Communication Errors
Standard (11) The student develops an understanding of professional communications through exploration of the Arts, Audio/Visual Technology, and Communications career cluster. The student is expected to:		
(A)	develop an understanding of the evolution of the Arts, Audio/Visual 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 fields, including the history;	Narrative: Pg. 64–65 Communication Career Cluster; Pg. 65–72 Prehistory and the Ancient Era: to 500 AD, Postclassical Era: 500 AD to 1500 AD, Modern Era: 1500 AD to Present Activity: Pg. 75 Review Your Knowledge #10; Pg. 76 Apply Your Knowledge #7, 8
(ii)	develop an understanding of the evolution of the arts, audio/video technology, and communications career fields, including the foundation elements;	Narrative: Pg. 64–65 Communication Career Cluster; Pg. 65–72 Prehistory and the Ancient Era: to 500 AD, Postclassical Era: 500 AD to 1500 AD, Modern Era: 1500 AD to Present Activity: Pg. 75 Review Your Knowledge #10; Pg. 76 Apply Your Knowledge #7, 8
(iii)	develop an understanding of the evolution of the arts, audio/video technology, and communications career fields, including the principles;	Narrative: Pg. 64–65 Communication Career Cluster; Pg. 65–72 Prehistory and the Ancient Era: to 500 AD, Postclassical Era: 500 AD to 1500 AD, Modern Era: 1500 AD to Present Activity: Pg. 75 Review Your Knowledge #10; Pg. 76 Apply Your Knowledge #7, 8
(iv)	develop an understanding of the evolution of the arts, audio/video technology, and communications career fields, including the communication effects;	Narrative: Pg. 27 Communicating in a Diverse Workplace; Pg. 64–65 Communication Career Cluster Activity: Pg. 43 Apply Your Knowledge #1; Pg. 75 Review Your Knowledge #10; Pg. 76 Apply Your Knowledge #7
(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: Pg. 316–317 Verbal Communication Activity: Pg. 322 Check Your Understanding #1; Pg. 332 Review Your Knowledge #1, 3; Pg. 333 Communication Skills: Speaking
(ii)	demonstrate knowledge of the communication process including the types of nonverbal communication;	Narrative: Pg. 14–17 Nonverbal Communication; Pg. 29 Be Aware of Body Language Activity: Pg. 21 Apply Your Knowledge #6; Pg. 22 Internet Research: Nonverbal Communication; Pg. 29 Check Your Understanding #5
(iii)	demonstrate knowledge of the communication process including the effects of nonverbal communication;	Narrative: Pg. 14–17 Nonverbal Communication; Pg. 29 Be Aware of Body Language Activity: Pg. 21 Apply Your Knowledge #6; Pg. 22 Internet Research: Nonverbal Communication; Pg. 29 Check Your Understanding #5
(iv)	demonstrate knowledge of the communication process, including effective nonverbal strategies;	Narrative: Pg. 14–17 Nonverbal Communication; Pg. 29 Be Aware of Body Language Activity: Pg. 21 Apply Your Knowledge #6; Pg. 22 Internet Research: Nonverbal Communication; Pg. 29 Check Your Understanding #5
(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. 28 Listen Carefully; Pg. 376–377 Listening Process

			Activity: Pg. 44 Communication Skills: Listening; Pg. 389 Review Your Knowledge #2; Pg. 390 Communication Skills: Listening
	(ii)	demonstrate knowledge of the components of specific kinds of listening;	Narrative: Pg. 377 Passive Listening; Pg. 378 Active Listening Activity: Pg. 381 Check Your Understanding #1; Pg. 390 Apply Your Knowledge #2; Pg. 390 Communication Skills: Listening
(D)	identify and analyze ethical and social responsibilities of communicators;		
	(i)	identify ethical responsibilities of communicators;	Narrative: Pg. 56–57 Ethical Communication; Pg. 282 Citations Activity: Pg. 63 Check Your Understanding #1; Pg. 75 Apply Your Knowledge #3; Pg. 76 Teamwork
	(ii)	analyze ethical responsibilities of communicators;	Narrative: Pg. 56–57 Ethical Communication; Pg. 282 Citations Activity: Pg. 63 Check Your Understanding #1; Pg. 75 Apply Your Knowledge #3; Pg. 76 Teamwork
	(iii)	identify social responsibilities of communicators;	Narrative: Pg. 58 Social Responsibility; Pg. 282 Citations Activity: Pg. 63 Check Your Understanding #1; Pg. 76 Apply Your Knowledge #6; Pg. 76 Communication Skills: Speaking
	(iv)	analyze social responsibilities of communicators;	Narrative: Pg. 58 Social Responsibility; Pg. 282 Citations Activity: Pg. 63 Check Your Understanding #1; Pg. 76 Apply Your Knowledge #6; Pg. 76 Communication Skills: Speaking
(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, recognizing and analyzing appropriate channels of communication in organizations;		
	(i)	demonstrate knowledge of various communication processes in professional contexts including effective communication skills;	Narrative: Pg. 8–10 Communication Process; Pg. 28 Listen Carefully Activity: Pg. 11 Check Your Understanding #2; Pg. 21 Apply Your Knowledge #3; Pg. 44 Internet Research: English as a Second Language
	(ii)	demonstrate knowledge of various communication processes in professional contexts including analyzing standards for appropriate use of informal language;	Narrative: Pg. 170 paragraph 5 Informal Language Activity: Pg. 186 Apply Your Knowledge #1; Pg. 187 Apply Your Knowledge #2, 7; Pg. 188 Internet Research: Formal and Informal Language
	(iii)	demonstrate knowledge of various communication processes in professional contexts including analyzing standards for appropriate use of standard language;	Narrative: Pg. 13 paragraph 1 Standard English; Pg. 170 paragraph 4 Formal Language Activity: Pg. 112 Internet Research: International Grammar; Pg. 188 Internet Research: Formal and Informal Language; Pg. 262 Communication Skills: Writing
	(iv)	demonstrate knowledge of various communication processes in professional contexts including analyzing standards appropriate use of technical language;	Narrative: Pg. 244–253 Technical Documents; Pg. 257 Blogs Activity: Pg. 261 Apply Your Knowledge #1, 3, 6
	(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. 257 Blogs; Pg. 281 Bias Activity: Pg. 261 Apply Your Knowledge #6; Pg. 290 Apply Your Knowledge #6; Pg. 290 Internet Research: Finding Credible Sources
	(vi)	demonstrate knowledge of various communication processes in professional contexts including	Narrative: Pg. 10–11 Informal and Formal Communication; Pg. 13 paragraph 1 Standard English

		recognizing appropriate channels of communication in organizations;	Activity: Pg. 19 Check Your Understanding #1, 2; Pg. 21 Apply Your Knowledge #4
	(vii)	demonstrate knowledge of various communication processes in professional contexts including analyzing appropriate channels of communication in organizations;	Narrative: Pg. 10–11 Informal and Formal Communication; Pg. 13 paragraph 1 Standard English Activity: Pg. 19 Check Your Understanding #1, 2; Pg. 21 Apply Your Knowledge #4
(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. 9 Receiver; Pg. 10 Informal and Formal Communication Activity: Pg. 11 Check Your Understanding #5; Pg. 21 Apply Your Knowledge #2, 3
	(ii)	use appropriate interpersonal communication strategies in professional contexts including using different types of communication management skills;	Narrative: Pg. 10 Informal and Formal Communication Activity: Pg. 21 Apply Your Knowledge #2, 3, 4, 5
	(iii)	use appropriate interpersonal communication strategies in professional contexts including observing professional etiquette;	Narrative: Pg. 10 Informal and Formal Communication; Pg. 32 Interpersonal Skills; Pg. 425 paragraph 3 Activity: Pg. 21 Apply Your Knowledge #5; Pg. 75 Apply Your Knowledge #1
(G)	demonstrate knowledge of the interview process including effective communication as interviewee and interviewer and federal employment laws regarding interviews;		
	(i)	demonstrate knowledge in the interview process including effective communication as an interviewee;	Narrative: Pg. 454–459 Job Interview Activity: Pg. 463 Apply Your Knowledge #6, 7; Pg. 464 Internet Research: Lawful Interview Questions; Pg. 464 Teamwork
	(ii)	demonstrate knowledge in the interview process including effective communication as an interviewer;	Narrative: Pg. 454–459 Job Interview; Pg. 456 Questions an Employer Should Not Ask Activity: Pg. 463 Apply Your Knowledge #7; Pg. 464 Internet Research: Lawful Interview Questions; Pg. 464 Teamwork
	(iii)	demonstrate knowledge in the interview process including federal employment laws regarding interviews;	Narrative: Pg. 454–459 Job Interview; Pg. 456 Questions an Employer Should Not Ask; Pg. 460 paragraph 3, last sentence Activity: Pg. 464 Internet Research: Lawful Interview Questions; Pg. 464 Teamwork
(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. 27 Communicating in a Diverse Workplace; Pg. 27 paragraph 1 Intercultural Communication; Pg. 172–173 Choose Positive or Neutral Language Activity: Pg. 44 Internet Research: English as a Second Language; Pg. 187 Apply Your Knowledge #7
	(ii)	use appropriate strategies for communicating with a variety of audiences;	Narrative: Pg. 27 Communicating in a Diverse Workplace; Pg. 173 Apply Sensitive Language Activity: Pg. 43 Review Your Knowledge #2, 3; Pg. 187 Apply Your Knowledge #6
(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. 31 Types of Teams Activity: Pg. 41 Check Your Understanding #1; Pg. 43 Review Your Knowledge #4, 5, 7
	(ii)	identify the purposes of professional groups;	Narrative: Pg. 31 Types of Teams Activity: Pg. 41 Check Your Understanding #1; Pg. 43 Review Your Knowledge #4, 5, 7
	(iii)	identify the dynamics of professional groups;	Narrative: Pg. 34–35 Group Dynamics Activity: Pg. 41 Check Your Understanding #4; Pg. 43

		Review Your Knowledge #9; Pg. 43 Apply Your Knowledge #5, 8
	(iv) identify the processes of professional groups;	Narrative: Pg. 35–36 Group Process; Pg. 266 Reports paragraph 2, last 2 sentences Activity: Pg. 43 Review Your Knowledge #9; Pg. 43 Apply Your Knowledge #8; Pg. 291 Teamwork
	(v) identify the effectiveness of professional groups;	Narrative: Pg. 34 Group Dynamics paragraph 3 Activity: Pg. 41 Check Your Understanding #3; Pg. 43 Review Your Knowledge #9; Pg. 43 Apply Your Knowledge #7; Pg. 44 Teamwork
	(vi) identify the roles of members of professional groups;	Narrative: Pg. 36 Member Roles Activity: Pg. 43 Review Your Knowledge #6; Pg. 43 Apply Your Knowledge #5, 6; Pg. 45 CTSOs Event Prep: Parliamentary Procedure
	(vii) identify the leadership styles of professional groups;	Narrative: Pg. 31–32 Leadership Activity: Pg. 41 Check Your Understanding #2; Pg. 43 Review Your Knowledge #8; Pg. 44 Communication Skills: Listening; Pg. 44 Communication Skills: Speaking
(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. 36 Member Roles Activity: Pg. 43 Review Your Knowledge #6; Pg. 43 Apply Your Knowledge #5, 6; Pg. 45 CTSOs Event Prep: Parliamentary Procedure
	(ii) communicate effectively in group contexts by solving problems in groups;	Narrative: Pg. 37–39 Group Conflict Activity: Pg. 43 Apply Your Knowledge #2, 3, 4, 8
	(iii) communicate effectively in group contexts by managing conflicts in groups;	Narrative: Pg. 37–39 Group Conflict Activity: Pg. 43 Apply Your Knowledge #2, 3, 4, 8
	(iv) communicate effectively in group contexts by building consensus in groups;	Narrative: Pg. 37–39 Group Conflict Activity: Pg. 43 Apply Your Knowledge #2, 3, 4, 7
(K)	research formal and informal professional presentations by analyzing the audience, occasion, purpose, primary and secondary sources, determining specific topics for presentations, 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. 267 Who Is The Audience?; Pg. 323–324 Who Is the Audience? Activity: Pg. 290 Apply Your Knowledge #1; Pg. 332 Review Your Knowledge #7; Pg. 333 Apply Your Knowledge #6
	(ii) research informal professional presentations by analyzing the audience;	Narrative: Pg. 170 last paragraph; Pg. 175 Use Jargon Sparingly; Pg. 267 Who Is The Audience? Activity: Pg. 186 Apply Your Knowledge #2, 3
	(iii) research formal professional presentations by analyzing the occasion;	Narrative: Pg. 323 paragraph 3 Activity: Pg. 332 Review Your Knowledge #8; Pg. 333 Apply Your Knowledge #5; Pg. 334 Internet Research: Speaking Occasion; Pg. 334 Internet Research: Famous Speeches
	(iv) research informal professional presentations by analyzing the occasion;	Narrative: Pg. 323 paragraph 3 Activity: Pg. 332 Review Your Knowledge #8; Pg. 333 Apply Your Knowledge #5; Pg. 333 Communication Skills: Speaking; Pg. 334 Internet Research: Speaking Occasion
	(v) research formal professional presentations by analyzing the purpose;	Narrative: Pg. 325–327 Why Are You Presenting? Activity: Pg. 333 Apply Your Knowledge #5, 6, 7; Pg. 334 Internet Research: Speaking Occasion
	(vi) research informal professional presentations by analyzing the purpose;	Narrative: Pg. 325–327 Why Are You Presenting? Activity: Pg. 333 Apply Your Knowledge #5, 6, 7; Pg. 334 Internet Research: Speaking Occasion

	(vii)	research formal professional presentations by analyzing the primary sources;	Narrative: Pg. 268 Primary Research Activity: Pg. 290 Apply Your Knowledge #2, 3; Pg. 290 Communication Skills: Speaking; Pg. 291 Teamwork
	(viii)	research informal professional presentations by analyzing the primary sources;	Narrative: Pg. 268 Primary Research Activity: Pg. 290 Apply Your Knowledge #2, 3; Pg. 290 Communication Skills: Speaking; Pg. 291 Teamwork
	(ix)	research formal professional presentations by analyzing the secondary sources;	Narrative: Pg. 271 Secondary Research Activity: Pg. 289 Review Your Knowledge #4; Pg. 290 Apply Your Knowledge #5, 6; Pg. 290 Internet Research: Finding Credible Sources
	(x)	research informal professional presentations by analyzing the secondary sources;	Narrative: Pg. 271 Secondary Research Activity: Pg. 289 Review Your Knowledge #4; Pg. 290 Apply Your Knowledge #5, 6; Pg. 290 Internet Research: Finding Credible Sources
	(xi)	research formal professional presentations by determining specific topics for presentations;	Narrative: Pg. 324–325 What Is the Topic? Activity: Pg. 333 Apply Your Knowledge #5, 7; Pg. 334 Internet Research: Speaking Occasion; Pg. 334 Teamwork
	(xii)	research informal professional presentations by determining specific topics for presentations;	Narrative: Pg. 324–325 What Is the Topic? Activity: Pg. 333 Apply Your Knowledge #5, 7; Pg. 334 Internet Research: Speaking Occasion; Pg. 334 Teamwork
	(xiii)	research formal professional presentations by evaluating sources using media literacy strategies;	Narrative: Pg. 150 paragraph 1; Pg. 271 paragraph 1 Activity: Pg. 165 Apply Your Knowledge #4; Pg. 290 Internet Research: Finding Credible Sources; Pg. 333 Apply Your Knowledge #7
	(xiv)	research informal professional presentations by evaluating sources using media literacy strategies;	Narrative: Pg. 150 paragraph 1; Pg. 271 paragraph 1 Activity: Pg. 165 Apply Your Knowledge #4; Pg. 290 Internet Research: Finding Credible Sources; Pg. 333 Apply Your Knowledge #7
(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, providing credit for information sources;		
	(i)	develop formal professional presentations using effective strategies to organize presentations;	Narrative: Pg. 327–328 How Should the Presentation Be Organized? Activity: Pg. 333 Apply Your Knowledge #5, 6, 7, 8
	(ii)	develop informal professional presentations using effective strategies to organize presentations;	Narrative: Pg. 317 last paragraph Impromptu Speaking; Pg. 318 Making Introductions; Pg. 320 Handling Telephone Calls Activity: Pg. 333 Apply Your Knowledge #1, 3
	(iii)	develop formal professional presentations using information to support points in presentations;	Narrative: Pg. 329 Facts; Pg. 341 Supporting Visual Aids Activity: Pg. 333 Apply Your Knowledge #8; Pg. 352 Apply Your Knowledge #2; Pg. 352 Communication Skills: Speaking
	(iv)	develop informal professional presentations using information to support points in presentations;	Narrative: Pg. 317 last paragraph Impromptu Speaking; Pg. 318 Making Introductions; Pg. 320 Handling Telephone Calls Activity: Pg. 333 Apply Your Knowledge #1, 3
	(v)	develop formal professional presentations preparing scripts or notes;	Narrative: Pg. 342 Developing Presentation Notes Activity: Pg. 351 Review Your Knowledge #5; Pg. 352 Review Your Knowledge # 6; Pg. 352 Apply Your Knowledge #3, 5
	(vi)	develop informal professional presentations preparing scripts or notes;	Narrative: Pg. 318–319 Making Introductions; Pg. 320 Introducing Speakers; Pg. 320 Handling Telephone Calls Activity: Pg. 333 Apply Your Knowledge #1, 3
	(vii)	develop formal professional presentation using	Narrative: Pg. 338–342 Effective Presentations

		visual or auditory aids to enhance presentations;	Activity: Pg. 352 Apply Your Knowledge #1, 2, 3, 5
	(viii)	develop informal professional presentation using visual or auditory aids to enhance presentations;	Narrative: Pg. 218 Making Introductions; Pg. 320–321 Handling Telephone Calls; Pg. 321 Figure 13-1 Handling Telephone Calls Activity: Pg. 44 Communication Skills: Speaking; Pg. 352 Apply Your Knowledge #4
	(ix)	develop formal professional presentations providing credit for information sources;	Narrative: Pg. 272 Crediting Sources; Pg. 325 Where Is the Information? Activity: Pg. 290 Apply Your Knowledge #5; Pg. 290 Internet Research: Finding Credible Sources; Pg. 333 Apply Your Knowledge #7
	(x)	develop informal professional presentations to providing credit for information sources;	Narrative: Pg. 272 Crediting Sources; Pg. 325 Where Is the Information? Activity: Pg. 290 Apply Your Knowledge #5; Pg. 290 Internet Research: Finding Credible Sources; Pg. 333 Apply Your Knowledge #7
(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. 328–331 Preparing Content for a Presentation; Pg. 343–346 Preparing to Speak Activity: Pg. 334 Teamwork; Pg. 352 Apply Your Knowledge #6
	(ii)	conduct informal professional presentations using effective verbal strategies to inform, persuade, or motivate an audience;	Narrative: Pg. 318–322 Making Introductions, Handling Telephone Calls Activity: Pg. 333 Apply Your Knowledge #1, 2, 4; Pg. 333–334 Communication Skills: Speaking
	(iii)	conduct formal professional presentations using effective nonverbal strategies to inform, persuade, or motivate an audience;	Narrative: Pg. 29 Be Aware of Body Language; Pg. 346–347 Control Your Body Language Activity: Pg. 29 Check Your Understanding #1; Pg. 352 Apply Your Knowledge #6; Pg. 353 CTSOs Event Prep: Role Play and Interview #4
	(iv)	conduct informal professional presentations using effective nonverbal strategies to inform, persuade, or motivate an audience;	Narrative: Pg. 318–322 Making Introductions, Handling Telephone Calls Activity: Pg. 333 Apply Your Knowledge #1, 2, 4; Pg. 333–334 Communication Skills: Speaking
(N)		use appropriate techniques to manage communication apprehension and build self-confidence;	
	(i)	use appropriate techniques to manage communication apprehension;	Narrative: Pg. 343–348 Preparing to Speak; Pg. 348–349 Practice the Presentation Activity: Pg. 352 Review Your Knowledge #7; Pg. 352 Apply Your Knowledge #5; Pg. 353 Teamwork
	(ii)	use appropriate techniques to build self-confidence;	Narrative: Pg. 343–349 Preparing to Speak; Pg. 404 paragraph 1 Activity: Pg. 352 Apply Your Knowledge #5; Pg. 408 Apply Your Knowledge #5; Pg. 409 Internet Research: Annotation Techniques
(O)		evaluate formal and informal professional presentations by participating in question-and-answer sessions following presentations, applying critical-listening strategies, and evaluating effectiveness of presentations including self-evaluation;	
	(i)	evaluate formal professional presentations by participating in question-and-answer sessions following presentations;	Narrative: Pg. 348 Prepare for Questions Activity: Pg. 352 Review Your Knowledge #10; Pg. 352 Apply Your Knowledge #4, 7; Pg. 353 Teamwork
	(ii)	evaluate informal professional presentations by participating in question-and-answer sessions following presentations;	Narrative: Pg. 348 Prepare for Questions Activity: Pg. 352 Review Your Knowledge #10; Pg. 352 Apply Your Knowledge #4, 7; Pg. 353 Teamwork
	(iii)	evaluate formal professional presentations by applying critical-listening strategies;	Narrative: Pg. 378 Active Listening Activity: Pg. 390 Apply Your Knowledge #2, 4; Pg. 390 Communication Skills: Listening; Pg. 391 Teamwork

	(iv)	evaluate informal professional presentations by applying critical-listening strategies;	Narrative: Pg. 378 Active Listening Activity: Pg. 390 Apply Your Knowledge #2, 4; Pg. 390 Communication Skills: Listening; Pg. 391 Teamwork
	(v)	evaluate formal professional presentations by evaluating effectiveness of presentations including self-evaluation;	Narrative: Pg. 350 Self-Evaluation Activity: Pg. 352 Apply Your Knowledge # 4, 7, 8; Pg. 353 Teamwork
	(vi)	evaluate informal professional presentations by evaluating effectiveness of presentations including self-evaluation;	Narrative: Pg. 350 Self-Evaluation Activity: Pg. 352 Apply Your Knowledge # 4, 7, 8; Pg. 353 Teamwork
(P)	(i)	participate in an informative or persuasive group discussion;	Narrative: Pg. 37 Team Meetings; Pg. 318 paragraph 2 Activity: Pg. 44 Teamwork; Pg. 333 Communication Skills: Speaking; Pg. 334 Teamwork
(Q)	(i)	use a variety of strategies to acquire information from electronic resources;	Narrative: Pg. 271 Collecting the Data Activity: Pg. 290 Apply Your Knowledge #2, 3 Pg. 290 Internet Research: Finding Credible Sources; Pg. 291 Teamwork
(R)	(i)	acquire electronic information in a variety of formats;	Narrative: Pg. 271 Collecting the Data Activity: Pg. 290 Apply Your Knowledge #2, 3; Pg. 290 Internet Research: Finding Credible Sources; Pg. 291 Teamwork
(S)	use research skills and electronic communications;		
	(i)	use research skills;	Narrative: Pg. 268–272 Where Is the Information? Activity: Pg. 290 Apply Your Knowledge #1, 2, 5; Pg. 290 Internet Research: Finding Credible Sources
	(ii)	use electronic communications;	Narrative: Pg. 268–272 Where Is the Information? Activity: Pg. 290 Apply Your Knowledge #3, 4, 6; Pg. 290 Internet Research: Finding Credible Sources
(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 to create a product, 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. 302–308 Desktop Publishing Activity: Pg. 310 Apply Your Knowledge #2, 3, 4; Pg. 311 Teamwork
	(ii)	format digital information for appropriate and effective communication in a product by identifying the intended audience;	Narrative: Pg. 302–308 Desktop Publishing Activity: Pg. 310 Apply Your Knowledge #2, 3, 4; Pg. 311 Teamwork
	(iii)	format digital information for appropriate and effective communication in a product by using the principles of page design;	Narrative: Pg. 302–308 Desktop Publishing Activity: Pg. 310 Apply Your Knowledge #2, 3, 4; Pg. 311 Teamwork
(U)	apply desktop publishing to create products using word processing programs, editing programs, or drawing programs, design elements such as text, graphics, headlines, color, and white space, typography concepts, including font, size, and style, 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. 302–308 Desktop Publishing Activity: Pg. 310 Apply Your Knowledge #2, 3, 4; Pg. 311 Teamwork
	(ii)	apply desktop publishing to create products using design elements;	Narrative: Pg. 302–308 Desktop Publishing Activity: Pg. 310 Apply Your Knowledge #2, 3, 4; Pg. 311 Teamwork
	(iii)	apply desktop publishing to create products using typography concepts, including font size;	Narrative: Pg. 304 Typography Activity: Pg. 310 Apply Your Knowledge #1, 2, 3; Pg. 311 Internet Research: Typeface Anatomy
	(iv)	apply desktop publishing to create products using typography concepts, including font style;	Narrative: Pg. 304 Typography Activity: Pg. 310 Apply Your Knowledge #1, 2, 3; Pg. 311 Internet Research: Typeface Anatomy
	(v)	apply desktop publishing to create products using graphic design concepts;	Narrative: Pg. 302 Desktop Publishing Basics Activity: Pg. 310 Apply Your Knowledge #1, 2, 3; Pg. 311 Internet Research: Typeface Anatomy

(V)	develop and reference technical documentation; and		
	(i)	develop technical documentation;	Narrative: Pg. 244–253 Writing Technical Documents Activity: Pg. 261 Apply Your Knowledge #1, 2, 3, 4
	(ii)	reference technical documentation; and	Narrative: Pg. 244–253 Writing Technical Documents Activity: Pg. 261 Apply Your Knowledge #1, 2, 3, 5
(W) (i)	deliver digital products in a variety of appropriate media.		Narrative: Pg. 254–259 Social Media Activity: Pg. 166 Portfolio Development: Digital File Formats; Pg. 261 Apply Your Knowledge #6; Pg. 262 Communication Skills: Speaking; Pg. 262 Internet Research: Social Media Writers