

State Standards: Wisconsin

[WISCONSIN](#)

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Page 24. Subhead: MEDIA LITERACY SKILLS. 'A new skills in Wisconsin's Model Academic Standards for Social Studies and in many of the other Wisconsin subject standards is the skill of media literacy. A major change in the way people get information has occurred in the last 40 years. Most citizens and students now get most of their information about their own country, and the wider world from the electronic media. Considine and Haley wrote, 'In an era of spin doctors, image makers, pollsters, corporate mergers and the special effects mastery of computer technology, such skills are not only important, they go to the very heart and should of responsible citizenship'

[1999 p 21] It is critical that students realize that television, newspapers, magazines and movies operate in a marketplace in which consumption feeds production, and that consumers' choices have a role in what is produced. Students can exercise citizenship skills by responding, petitioning and campaigning to criticize poor media and praise good media".

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| <p>Language Arts E. Media & Technology Content Standard Students in Wisconsin will use media and technology critically and creatively to obtain, organize, prepare and share information; to influence and persuade; and to entertain and be entertained Rationale: In a technological world in which thought is increasingly dominated by media, such as newspapers, magazines, radio, tv, movies, computer software, and electronic networks, students need to understand the impact of media on daily life. To use media effectively, students must be able to evaluate information and match the information with the appropriate medium for a specific audience. In order to do this, they must recognize how communication changes from one medium to another. E.8.4 Identify advertising strategies and techniques aimed at teenagers E12.2 Analyze the content and effect of subtle persuasive techniques used on-line and in broadcast and print media</p> | <p>Social Studies see also Civics Action Task Force recommendations http://www.dpi.state.wi.us/cal/pdf/civics.pdf Grade 4 C.4.6. Locate, organize and use relevant information to understand an issue in the classroom or school, while taking into account the viewpoints and interests of different groups and individuals. B.4.1 Identify and examine various sources of information that are used for constructing an understanding of the past, such as artifacts, documents, letters, diaries, maps, textbooks, photos, paintings, architecture, oral presentations, graphs and charts Grade 8 B.8.1 Interpret the past using a variety of sources such as biographies, diaries, journals, artifacts, eyewitness interviews, and other primary source materials and evaluate the credibility of sources used B.8.4 explain how and why events may be interpreted differently depending upon the perspectives of participants, witnesses, reporters and historians</p> | <p>Health/Prevention Behavior Science Grade 12 E.12.7 Use scientific methods to assess the influence of media on people's behavior and decisions E.8.7 Identify and explain examples of bias, prejudice, and stereotyping, and how they contribute to conflict in society E8.8 Give examples to show how the media may influence the behavior and decision making of individuals and groups Students will analyze the impact of culture, media, technology and other factors on health E.4.2 explain how the media influences thoughts, feelings on health behaviors E.12.2 Evaluate the effect of media and other factors on family and community health</p> | <p>Art & Design Education http://www.dpi.state.wi.us/standards/pdf/art&design.pdf (added Sept 05) H. VISUAL THINKING Students in Wisconsin will develop perception, visual discrimination, and media literacy skills to become visually educated people. F. VISUAL MEDIA & TECHNOLOGY By the end of grade 4 students will: F.4.1 Learn that art includes mass media, such as magazines, television, computers and films F.4.2 Know that art techniques are used in mass media F.4.3 Know that advertisements, news, and entertainment programs contain visual messages F.4.4 Know that there are stereotypes in visual media F.4.5 Know that production techniques affect viewers' perceptions F.4.6 Learn simple media techniques F.4.7 Learn how media productions are made F.4.8 Learn to make changes in media production</p> |
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