



| <b>Content Standards</b>   | <b>Student Book</b>   | <b>Teacher Guide</b>  |
|--|---|---|
| <b>Oral and Visual Communication</b>   |   |   |
| <p><b>11.</b> Critique visual communication for effectiveness.<br/>Examples: films, advertisements</p> <ul style="list-style-type: none"> <li>Using available technology for various communication purposes, including multimedia presentations</li> </ul> | <b>Chapter 26</b> Communication in the Digital Age, 505-512 | <b>Chapter 26</b> Communication in the Digital Age, 170-172 |
| <p><b>12.</b> Evaluate oral presentation skills of self and others for effectiveness.<br/>Examples: lectures, speeches, debates</p>  |   |   |
| <p><b>13.</b> Analyze nonprint media for use of propaganda.<br/>Examples: films, television advertisements, speeches</p>   | <b>Chapter 29</b> Critical Thinking, 534-553                | <b>Chapter 29</b> Critical Thinking, 184-189                |