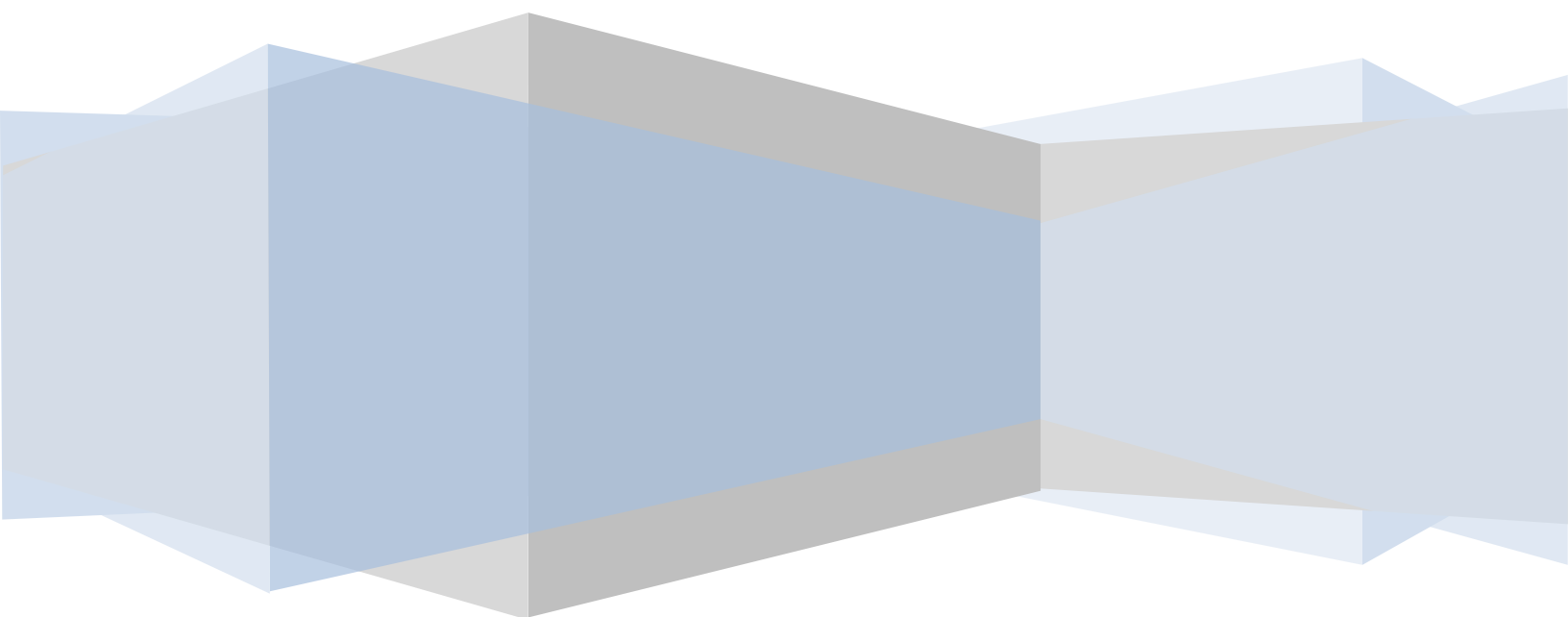


Oklahoma Department of Career and Technology Education
Curriculum and Instructional Materials Division

Communications in Agriculture

Oklahoma PASS Skills Crosswalk

This crosswalk was produced by teachers for teachers. The activities listed are those that supplement or support a particular objective. Some activities are necessary to fulfill the Oklahoma PASS Standard listed. For this title, high school level PASS Standards were used as the basis.



Communications in Agriculture Unit Objectives	Activity Number(s)	Oklahoma PASS Standards Grade 12: Language Arts
Unit 1 - Communication Theory		
Describe the listening process.		Oral Language/Listening and Speaking Standard 1.1
Discuss listening skills and the role of feedback.		Oral Language/Listening and Speaking Standards 1.1, 1.2
Distinguish between verbal and non-verbal communication.		Oral Language/Listening and Speaking Standards 1.1, 1.2, 1.3
Discuss factors that determine audience.		Writing/Grammar/Mechanics and Usage Standards 1.1.d.i, 1.1.d.ii, 2.5.a, 2.5.e
Define fact, inference, and opinion.	Activity 1	Reading/Literature Standard 2.3.b
Discuss ethics in communication.		Writing/Grammar/Mechanics and Usage Standard 1.4.d
Unit 2 - Photographic Journalism		
Define digital camera terminology.		No PASS Standards for this topic
Determine the elements of good photographs.		
Explain the types of photographs.		
Demonstrate how to crop a photo.		
Recall characteristics of photo captions.		
Describe how audience affects photojournalism and how photography		
Explain the uses and characteristics of photography in agricultural communications.		
Discuss guidelines for legal and ethical practices in photojournalism.		
Unit 3 - Business Writing and Resumes		
Identify the elements of a business and thank you letter.	Activity 2, 3, 4	Writing/Grammar/Mechanics and Usage Standard 2.5.c, 2.5.d
Determine the elements of professional e-mail writing.		Writing/Grammar/Mechanics and Usage Standard 2.5.b
Determine the elements that make a good résumé.	Activity 5	Writing/Grammar/Mechanics and Usage Standard 2.5.f

Communications in Agriculture Unit Objectives	Activity Number(s)	PASS Standards Grade 12: Language Arts
Unit 4 - Journalistic Writing		
Discuss the importance and use of written communication in the agriculture industry.		Writing/Grammar/Mechanics and Usage Standard 2.2
Compare the purposes of writing and how audience affects written communication.		Writing/Grammar/Mechanics and Usage Standard 1.1.d.i, 1.1.d.ii
Discuss the ABCs of journalistic writing.	Activity 6, 7	Writing/Grammar/Mechanics and Usage Standard 1.2.a, 1.2.b
Identify the elements of a press release.	Activity 8	Writing/Grammar/Mechanics and Usage Standard 2.2.b, 2.2.c, 2.2.e, 2.2.f
Examine Associated Press (AP) writing style.	Activity 9 - 14	Writing/Grammar/Mechanics and Usage Standard 1.4.b, 1.4.c, 4.5, 4.6, 4.8
Apply AP editing marks.	Activity 15 -25	Writing/Grammar/Mechanics and Usage Standard 1.4.a, 1.4.b
Unit 5 - Broadcast Media		
Discuss the forms of broadcast stories.		No PASS Standards for this topic
Determine the role of audio and video in society.		
Explain the broadcast production process.		
Determine writing style used for radio and television.		
Identify video production equipment.		
Determine proper video production field of view.		
Identify elements video production storyboards.		
Discuss radio and video scriptwriting basics.		
Discuss the ethics and standards for broadcasting.		
Unit 6 - Graphic Design		
Determine principals of page layout.	Activity 26	Visual Literacy Standard 3
Discuss rules for effective design.		Visual Literacy Standard 3
Examine the functions and elements of various design layouts.	Activity 27	Visual Literacy Standard 3

Communications in Agriculture Unit Objectives	Activity Number(s)	PASS Standards Grade 12: Language Arts
Unit 7 - Creating Presentations		
Discuss the value of speaking skill development.		Oral Language/Listening and Speaking Standard 2
Differentiate between formal and conversational speaking.		Oral Language/Listening and Speaking Standard 1.5
Discuss factors affecting presentation topic selection.		Oral Language/Listening and Speaking Standard 2.3
Distinguish between informative and persuasive presentations.		Oral Language/Listening and Speaking Standard 2.2
Determine how to develop a message.		Writing/Grammar/Mechanics and Usage Standards 1.1, 1.2, 1.3
Examine the parts of a speech or presentation.		Writing/Grammar/Mechanics and Usage Standard 2.2.b
Examine the use of an outline for presentation development.		Writing/Grammar/Mechanics and Usage Standards 1.1.a, 2.1
Use basic researching methods, including Internet research.		Reading/Literature Standard 4
Discuss the importance of citations and a bibliography.	Activity 28	Writing/Grammar/Mechanics and Usage Standard 2.8
Analyze the use of visual aids to support a presentation.		Oral Language/Listening and Speaking Standard 2.5
Discuss tips for preparing effective electronic visuals aids.		Oral Language/Listening and Speaking Standard 2.5
Determine when memorization of a presentation is needed.		Oral Language/Listening and Speaking Standard 2.2
Unit 8 - Delivering Presentations		
Identify guidelines for presenting speeches.		Oral Language/Listening and Speaking Standard 2.1
Determine the difference between paralanguage and body language.		Oral Language/Listening and Speaking Standard 2.1
Deliver a tool-based presentation.		Oral Language/Listening and Speaking Standard 2.5
Discuss the elements of extemporaneous speaking.		Writing/Grammar/Mechanics and Usage Standard 2.3
Determine the best method for preparing for extemporaneous speaking.		Writing/Grammar/Mechanics and Usage Standard 2.3
Discuss how to prepare for questions and answers.		Oral Language/Listening and Speaking Standard 1.4, 2.6
Discuss techniques for answering questions.		Oral Language/Listening and Speaking Standard 2.6