

Academic Standards: Branding and Marketing Religion

Mid-continent Research for Education and Learning

4th Edition Standards & Benchmarks

<http://www.mcrel.org/compendium/browse.asp>

Arts and Communication

Standard 4: Understands ways in which the human experience is transmitted and reflected in the arts and communication

Level IV (Grades 9-12)

- **Benchmark 3:** Understands how the communication of ideas relates to the media, techniques, and processes one uses in various art forms
- **Benchmark 4:** Knows ways in which various media forms throughout history have reflected or conveyed human events

Civics

Standard 11: Understands the role of diversity in American life and the importance of shared values, political beliefs, and civic beliefs in an increasingly diverse American society

Level IV (Grades 9-12)

- **Benchmark 1:** Knows how the racial, religious, socioeconomic, regional, ethnic, and linguistic diversity of American society has influenced American politics through time
- **Benchmark 2:** Knows different viewpoints regarding the role and value of diversity in American life
- **Benchmark 3:** Knows examples of conflicts stemming from diversity, and understands how some conflicts have been managed and why some of them have not yet been successfully resolved

Language Arts

Standard 9: Uses viewing skills and strategies to understand and interpret visual media

Level IV [Grade 9-12]

- **Benchmark 1:** Uses a range of strategies to interpret visual media
- **Benchmark 2:** Uses a variety of criteria relevant to evaluate informational media

Technology

Standard 3: Understands the relationships among science, technology, society, and the individual

Level IV [Grade 9-12]

- **Benchmark 1:** Knows that science and technology are pursued for different purposes
- **Benchmark 2:** Knows ways in which social and economic forces influence which technologies will be developed and used
- **Benchmark 5:** Knows examples of advanced and emerging technologies and how they could impact society

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