

Wisconsin Content Standards

APPENDIX C

All professional education content courses leading to certification shall include teaching and assessment of the Wisconsin Content Standards in the content area.

In this column, list the Wisconsin Content Standards that are included in this course. The Standards for each content area are found in the Wisconsin Content Standards document.	In this column, indicate the nature of the performance assessments used in this course to evaluate student proficiency in each standard.
The classical and modern development of argumentation and persuasion.	Group planning and execution of a persuasive campaign; individual evaluations of campaigns; individual analysis of a media campaign.
Contemporary theories of communication including its purposes, source, setting, audience, subject, and media.	Group planning and execution of a persuasive campaign; individual evaluations of campaigns; individual analysis of a media campaign.
Media and its effects on audiences in social and cultural contexts.	Group planning and execution of a persuasive campaign; individual evaluations of campaigns; individual analysis of a media campaign.
Communication ethics and individual responsibility associated with competent and effective communication in society.	Group planning and execution of persuasive campaign; individual evaluations of campaigns; individual analysis of a media campaign.
The diverse cultural perspectives in communication including their role and influence on the communication process.	Group planning and execution of persuasive campaign; individual evaluations of campaigns; individual analysis of a media campaign.
The ability to use media to communicate to specific audiences.	Group planning and execution of persuasive campaign; individual evaluations of campaigns; individual analysis of a media campaign.