

AGENCY

The nationwide movement for high standards has not only determined what students should learn, but also has mandated that students demonstrate what they know. Teachers who choose AGENCY will find it is a standards-based program addressing English Language Arts Standards and Theater Standards. The AGENCY simulation provides many opportunities for students to show their understanding of how advertising is created and used to promote products. AGENCY activities are specifically designed to recognize multiple intelligences as students organize, draw, write, and act to create an advertising campaign for a product. Applied Learning standards are addressed throughout.

NCTE Standards for the English Language Arts

Standard 1: Students read a wide range of print and non-print texts to build an understanding of text, of themselves, and of the cultures of the United States and the world, to acquire new information; to respond to the needs and demands of society and the workplace; and for personal fulfillment. Among these texts are fiction and nonfiction, classic and contemporary works.

Standard 3: Students apply a wide range of strategies to comprehend, interpret, evaluate, and appreciate texts. They draw on their prior experience, their interactions with other readers and writers, their knowledge of word meaning and of other texts, their word identification strategies, and their understanding of textual features (e.g. sound-letter correspondence, sentence structure, context, graphics.)

Standard 4: Students adjust their use of spoken, written, and visual language (e.g., conventions, style, vocabulary) to communicate with different audiences for a variety of purposes.

Standard 5: Students employ a wide range of strategies as they write and use different writing process elements appropriately to communicate with different audiences for a variety of purposes.

Standard 6: Students apply knowledge of language structure, language conventions, (e.g. spelling and punctuation), media techniques, figurative language, and genre to create, critique, and discuss print and non-print texts.

11: Students participate as knowledgeable, reflective, creative, and critical members of a variety of literacy communities.

California Theater Standards

Standard 2 Creative Expression

- Students develop knowledge and skills in acting, directing, and script writing through their own experience and imagination as well as through their research of literature and history.

They create and perform theatrical productions and explore the elements and technology of theatrical production through varied media.

Standard 5 Connections, Relations, Applications

- Students apply what they learn in theater to learning other subject areas.

California Applied Learning Standards

Standard 2. Students will understand how to solve problems through meeting client needs. Students will conduct a commissioned project.

Standard 6. Students will understand how to apply communication skills and techniques. Students will demonstrate ability to communicate orally and in writing.

Standard 8. Students will understand the importance of teamwork. Students will work on teams to achieve project objectives.