

**Florida Project Learning Tree Sunshine State Standards linkages for grades 3-5, 6-8, and 9-12: PUBLICIZE IT! (#60; pp. 209-214 in old edition *PreK-8 Activity Guide*; pp. 256-261 new edition)**

**Subject Area: Language Arts**

**Strand: Writing**

**Standard 2:** The student writes to communicate ideas and information effectively.

- **Grades 3-5** – Benchmark: writes for a variety of occasions, audiences, and purposes. [LA.B.2.2.3]
- **Grades 3-5** – Benchmark: creates expository responses in which ideas and details follow an organizational pattern and are relevant to the purpose. [LA.B.2.2.6]
- **Grades 6-8** – Benchmark: selects and uses appropriate formats for writing, including narrative, persuasive, and expository formats, according to the intended audience, purpose, and occasion. [LA.B.2.3.3]
- **Grades 9-12** – Benchmark: writes fluently for a variety of occasions, audiences, and purposes, making appropriate choices regarding style, tone, level of detail, and organization. [LA.B.2.4.3]

**Strand: Language**

**Standard 2:** The student understands the power of language.

- **Grades 3-5** – Benchmark: selects and uses appropriate technologies to enhance efficiency and effectiveness of communication. [LA.D.2.2.4]
- **Grades 3-5** – Benchmark: understands that a variety of messages can be conveyed through mass media. [LA.D.2.2.5]
- **Grades 6-8** – Benchmark: understands how the multiple media tools of graphics, pictures, color, motion, and music can enhance communication in television, film, radio, and advertising. [LA.D.2.3.4]
- **Grades 6-8** – Benchmark: understands specific ways that mass media can potentially enhance or manipulate information. [LA.D.2.3.6]
- **Grades 9-12** – Benchmark: recognizes production elements that contribute to the effectiveness of a specific medium. [LA.D.2.4.3]

**Subject Area: Social Studies**

**Strand: People, Places, and Environments (Geography)**

**Standard 2:** The student understands the interactions of people and the physical environment.

- **Grades 3-5** – Benchmark: understands how human activity affects the physical environment.
- **Grades 6-8** and **Grades 9-12:** No applicable benchmarks