

Journalism

6–12

Section 23

Journalism 6–12

1 Knowledge of journalistic style

1. Identify the characteristics of journalistic writing.
2. Identify the elements of a lead.
3. Identify different types of leads.
4. Identify the angle of a story.
5. Identify the characteristics of the following forms of writing: news, news features, editorials, columns, reviews, sports, and interpretive analyses.
6. Identify headlines that follow AP style in voice, structure, and format.
7. Identify the correct use of tense, voice, grammar, and punctuation in cutlines (captions).
8. Identify journalistic jargon for all media.

2 Knowledge of editing skills for print media

1. Identify AP style as it applies to grammar, punctuation, capitalization, and spelling.
2. Identify copyediting and proofreading symbols.
3. Identify examples of libelous, obscene, and disruptive writing.
4. Identify the correct use of quotations and paraphrasing with attribution in journalistic writing.
5. Distinguish between active and passive voice.

3 Knowledge of news judgment

1. Identify the following news values/elements: conflict, timeliness, proximity, consequence, prominence, human interest, and novelty.
2. Identify examples of sensitivity, fairness, balance, and clarity.
3. Identify examples of sensationalism, exploitation, editorializing, and spin.
4. Identify the appropriateness of material for a target audience.

4 Knowledge of news-gathering skills

1. Identify appropriate, reliable, and credible sources.
2. Identify appropriate interviewing skills (e.g., selecting sources, phrasing questions, establishing rapport, interpreting nonverbal cues, taking notes, using electronic devices).
3. Identify appropriate survey-writing techniques and polling strategies.
4. Identify appropriate beats in news-gathering.

5 Knowledge of design skills

1. Identify basic terminology for layout, photography, and graphics.
2. Identify basic layout and design principles appropriate for yearbooks, newspapers, magazines, or online and broadcast media as they apply to visual impact, including the use of copy, art, photos, graphics, headlines, cutlines, and white space.
3. Identify correct use of basic typography skills, including font selection, copy fitting, and headline fitting.
4. Identify ways in which news value/elements, ethics, and quality influence photographic selection.
5. Choose photographs that demonstrate appropriate cropping and proportioning.
6. Identify the basic characteristics of photographic composition.

6 Knowledge of staff management and media production

1. Identify components of a plan for staff organization, including selection of editors and staff and development of job descriptions.
2. Identify basic production equipment for print, broadcast, and online media.
3. Identify components of a copy flow and production schedule.
4. Select appropriate criteria for evaluating student performance in a journalism class or production laboratory.
5. Identify criteria for evaluating student-produced print, broadcast, and online media.

7 Knowledge of history

1. Identify major publications in the history of journalism.
2. Identify milestones and key people in the history of print, broadcast, and online media.
3. Identify major technological advances in the development of journalism.

8 Knowledge of law and ethics

1. Identify the implications or effects of the First Amendment as it applies to censorship, obscenity, disruption, libel, and invasion of privacy for secondary schools.
2. Identify landmark decisions in media law (e.g., *Hazelwood School District v. Kuhlmeier*, *Tinker v. Des Moines*).
3. Identify the rights and responsibilities of the media adviser.
4. Identify examples of plagiarism, fabrication, and violations of copyright laws for print, broadcast, and online media.
5. Identify the elements of a code of ethics for student media.
6. Identify the elements of an editorial policy.

9 Knowledge of careers and resources in mass media

1. Identify career opportunities in the editorial, technical, online, business and managerial, and advertising divisions within media corporations, private corporations, and government agencies.
2. Identify significant professional and scholastic press organizations and governmental agencies that support and/or regulate the mass media.
3. Identify major publications, networks, and online news outlets.
4. Identify the impact of convergence on mass communication careers.

10 Knowledge of business management and advertising

1. Calculate advertising rates for print, online, and broadcast media.
2. Analyze financial statements for print, online, and broadcast media.
3. Identify components of a budget for print, online, and broadcast media.
4. Identify elements of advertising copy.
5. Identify visual and auditory elements of advertisements.
6. Identify the elements of an advertising policy and marketing plan.
7. Identify propaganda techniques.