Idaho CTE

Journalism (2017)

History, Evolution, and Current Trends of Technology 1

1 **The Role and Development of Journalism in Past, Present Cultures and Current Trends** 1.1

1 Write a critique of a well-known journalist. 1.1.1

2 Describe the significance of influential historical journalists. 1.1.2

3 Research significant developments, advancements and current trends in the evolution of journalism. 1.1.3

4 Identify key people and major developments involved in the advancement of online journalism (news organizations, online media such as magazines, newspapers and social media). 1.1.4

5 Compare characteristics of journalism, within a particular historical period, including the following: style, ideas, issues, or themes in the humanities, sciences or world events. 1.1.5

6 Demonstrate knowledge of current events and show ability to follow reputable news sources/media in order to stay informed. 1.1.6

Legal and Ethical Issues Related to Journalism 2

1 **Understanding Ethical Issues Related to the First Amendment** 2.1

1 Analyze how the First Amendment, Bill of Rights, Idaho State Constitution with federal and state case law affect the rights and responsibilities of the press. 2.1.1

2 Compare and contrast the rights, responsibilities, and the role played by the free, independent press in a democratic society to maintain accuracy, balance, fairness, objectivity, and truthfulness. 2.1.2

3 Analyze and understand student expression under the First Amendment including protections and limitations including school district publication policies. 2.1.3

2 **Understanding Current Concepts and Legal Issues Affecting Journalism** 2.2

1 Analyze historical and current cases related to censorship, copyright, libel and slander, obscenity and vulgar language, prior review, retraction and student expression. 2.2.1

2 Identify and understand ethical principles in print and online journalism, photojournalism, and design including confidentiality, fabrication, photo manipulation, off-the-record remarks, copyright infringement, plagiarism, and the use of anonymous sources. 2.2.2

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3 Analyze ethical guidelines or codes of ethics and explain how they are integral in current professional organization such as Society of Professional Journalists, National Public Radio, Poynter Institute for Media Studies, and New York Times. 2.2.3

4 Analyze ethical guidelines or codes of ethics and explain how they are integral in current student organizations such as Journalism Education Association, National School Press Association Radio, Idaho Student Journalism Association. 2.2.4

3 Understanding Current Concepts and Legal Issues Affecting Photojournalism 2.3

1 The student demonstrates an understanding of the ethical and legal rights and responsibilities of creating and preparing photographs for publication and video for broadcast. 2.3.1

2 The student demonstrates an understanding of the rights of a photojournalist guaranteed by the First Amendment to the U.S. Constitution, the Idaho State Constitution, the Idaho state law, and the school district publication policy. 2.3.2

3 The student demonstrates an understanding of a photojournalist's responsibility to be fair, balanced, and accurate in taking photographs for publication and video for broadcast. 2.3.3

4 The student demonstrates knowledge of ethical behavior when preparing a photograph or video for publication. 2.3.4

5 The Student will not manipulate news photos or videos beyond what is routinely done in a digital editing program to improve image quality: cropping, color corrections, lightening or darkening. Photo illustrations: when used to support story content should be clearly labeled as such. 2.3.5

6 The student demonstrates an understanding of a photojournalist's responsibility to accurately label the action and subjects in any published photograph or broadcast image. Broadcast video images must be accurately labeled and described whether written or spoken. The student will not publish or broadcast a photo or video image out of context. 2.3.6

Technology and Design 3

1 Students Use Principles, Elements, Techniques of Media Design to Analyze, Navigate and Create Effective Aesthetically Pleasing Media Formats 3.1

1 Analyze elements and principles of graphic design to develop visual presentations that reinforce and enhance written messages with special attention to typography and layout. 3.1.1

2 Follow basic rules of graphic and online publication design related to layout. 3.1.2

3 Use and create photography, art or graphic art to accompany copy, enhance readability and appeal to a variety of audiences. 3.1.3

4 Analyze and use a variety of media formats that include online and evolving technologies. 3.1.4

5 Understand and use terminology related to photography, graphic design typography and publication such as signature, dummying, ladder font, graphics. 3.1.5

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2 Layout and Design 3.2

1. The student demonstrates the ability to design a layout for a publication, including the knowledge of design elements, graphic elements, and typography. 3.2.1
2. The student appropriately uses design elements to create a layout that is visually appealing and effectively communicates ideas to the reader. 3.2.2
3. The student uses various graphic elements (typography, photographs, whitespace, copy, and elements of art) to enhance the readability and attractiveness of the layout 3.2.3

3 Photography and Photojournalism 3.3

1. The student demonstrates the ability to produce photos and video clips for a publication/website 3.3.1
2. The student's photographs and video clips show good technical quality. Photographs are sharp and clear. Black and white photographs have good contrast, and color photographs have good color saturation. Video clips must have a beginning, middle and end, demonstrate good storytelling as well as composition and lighting principles that enhance the story. 3.3.2
3. The content of student photographs and video clips have a strong center of interest and emphasizes action, emotion, or faces. Each picture or video clip endeavors to tell or illustrate the story. 3.3.3
4. The student effectively uses photographic and video techniques such as framing, leading lines, backlighting, and technology to enhance the quality and composition of the photographs and draw readers' attention. Photographs are candid and are shot from interesting perspectives. Videos include multiple angles and b-roll to add interest to the package. CONTENT STANDARD 4.0 3.3.4

Writing 4

1 The Student Demonstrates The Ability to Write for a Journalistic Publication 4.1

1. The student demonstrates the knowledge of appropriate style (news, feature, reviews, editorials, online, social media, etc.), interviewing techniques, consideration of potential audience and purposes for writing, researching information from a variety of sources, and using the conventions of writing (e.g. grammar, punctuation, spelling). 4.1.1
2. The student appropriately uses the principles of fair, balanced, and accurate reporting. The student uses appropriate journalistic writing styles (e.g. news, features, opinions) to write for a variety of purposes. 4.1.2
3. The student conducts interviews and research to obtain accurate information. 4.1.3
4. The student supports the writing with appropriate attribution. 4.1.4
5. The student uses clear, precise language in writing. 4.1.5
6. The student uses style or technical manuals as references to correct and edit copy. 4.1.6

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Social Media and Digital Citizenship 5

1. **Student Will Demonstrate an Understanding of Digital Citizenship in the Professional Journalism Industry** 5.1
    1. Student will understand how to utilize the social media platform for journalistic purposes 5.1.1
    2. Student will understand how each platform they are utilizing operates and adhere to guidelines specific to each platform. 5.1.2
    3. Student will understand how to authenticate information gathered from social media platforms. 5.1.3
    4. Student will demonstrate ability to create meaningful content for multiple social media platforms. 5.1.4

Media Leadership and Career Development 6

1. **Students Understand the Organization, Economics, and Management of Media Staffs** 6.1
    1. Student will analyze and evaluate leadership models used by media staffs and organizations. 6.1.1
    2. Compare and contrast different areas of journalism (print, broadcast, online, blogging and social media, public relations and business, education) and explore educational requirements or work experiences necessary to pursue a career in each area. 6.1.2
    3. Create online and digital portfolios that may include personal narrative summary of high school journalism experience, resumes or career goal statements, letters of recommendation, samples of best projects or work, recognition, awards, and certificates. 6.1.3