Oregon CTE

Journalism and Broadcasting: Knowledge and Skill Statements with Suggested Performance Indicators

Describe the historical development of the journalism and broadcasting industry and its current impact on society and the economy FA-JB01

- **A** Describe how the news media, social media, and radio and television broadcasting influence aspects of life in the United States (e.g., politics, social reform, popular culture, the economy) FA-JB01.A
- **B** Analyze the significance of important individuals (including individuals who have been historically marginalized), events, and developments in the history of print and nonprint journalism FA-JB01.B
- **C** Analyze the history of disinformation, misinformation, and propaganda in journalism FA-JB01.C
- **D** Analyze and evaluate historical and recent changes in the format, focus, style, and technology of mass media FA-JB01.D
- **E** Explain how awareness of cultural, regional, and diversity issues adds to a journalism and broadcasting career FA-JB01.E
- **F** Analyze the role and significance of online journalism in contemporary society and the historical and contemporary functions of journalism in democratic and non-democratic societies FA-JB01.F

Demonstrate an understanding of the journalism and broadcast industries FA-JB02

- **A** Distinguish between different forms of media and their specific applications FA-JB02.A
- **B** Analyze various careers in media companies, including radio and television stations, newspapers and magazines, video production houses, and Internet news outlets FA-JB02.B
- **C** Define the terminology associated with journalism and broadcasting FA-JB02.C
- **D** Describe federal and state regulations governing the journalism and broadcast ndustries and their associated compliance issues FA-JB02.D

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	E Describe the similarities and differences among editorial, feature, and news writing styles FA-JB02.E
	F Describe the types of companies that work in the journalism and broadcast industries and the types of niches that they occupy FA-JB02.F
	G Analyze the business and economic factors that influence programming, content, and distribution FA-JB02.G
Describe ethical considerations in the journalism and broadcast industry FA-JB03	**A** Explain ethical issues affecting how news and information is communicated FA-JB03.A
	B Describe and adhere to legal guidelines and professional ethical standards in various journalistic contexts FA-JB03.B
	C Distinguish between responsible and irresponsible media action and explain what constitutes bias in reporting and how it can be identified and moderated FA-JB03.C
	D Explain legal and ethical issues and concepts related to the press and press restrictions (e.g., libel, invasion of privacy, plagiarism, obscenity, copyright, censorship, conflict of interest, intellectual property) FA-JB03.D
	E Describe how the First Amendment and key laws and legal decisions reflect societal views and values and affect the rights and responsibilities of the press FA-JB03.E
Demonstrate knowledge of the processes used to plan and produce various journalism and/or broadcast media FA-JB04	**A** Synthesize information from communications with colleagues, clients, and/or other stakeholders to define a scope of work to meet identified needs FA-JB04.A
	B Identify the resources and budget to meet project requirements FA-JB04.B
	C Describe the roles and responsibilities of individuals working on a project team and demonstrate understanding of how different work styles might affect workflow FA-JB04.C
	D Describe project management and create a workflow for a project, including activities, timeline, critical milestones and deliverables, and potential risks and contingency plans FA-JB04.D
	E Identify the types of equipment and demonstrate proper set-up design to produce products FA-JB04.E
Demonstrate skills for gathering information using research. int ob	**A** Describe how to apply criteria (e.g., bias, authoritativeness) for cultivating, evaluating, and selecting information sources for use in writing a story FA-JB05.A
	B ormula questions and refine topics for journalistic research FA-JB05.B

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create journalistic products FA-JB05	**C** Compile information from primary and secondary sources using interviews, available technology, and other means FA-JB05.C
	D Evaluate the credibility of information sources, including online sources, and organize and link information from multiple sources FA-JB05.D
	E Develop written stories for use in print and broadcast (e.g., newspaper, radio, television) FA-JB05.E
	F Describe how photographs and multimedia can be used to support the development and presentation of stories FA-JB05.F
Understand and demonstrate forms of journalistic writing FA-JB06	**A** Differentiate among different journalistic writing styles used to inform, entertain, and persuade, and select a journalistic format to present content in an appropriate journalistic style and editing to create journalism productions FA-JB06.A
	B Demonstrate knowledge of the structure and elements of news stories FA-JB06.B
	C Use direct and indirect quotes in journalistic writing FA-JB06.C
	D Demonstrate skills for writing leads, bodies of stories in various structures (e.g., inverted pyramid, chronological order), headlines, and captions FA-JB06.D
	E Apply guidelines for effective journalistic writing (e.g., keep sentences and paragraphs short, vary word usage, use active voice verbs, be specific, avoid jargon and vague words, use correct spelling, avoid editorializing, avoid unnecessary words) FA-JB06.E
	F Explore how writing structure and elements might be used in unexpected ways to create more dynamic stories. FA-JB06.F
	G Revise and edit copy to ensure effective, grammatically correct journalistic products FA-JB06.G
Demonstrate an understanding of principles, elements, tools, and techniques of design to create effective, aesthetically pleasing publications or products FA-JB07	**A** Identify individual expectations in producing on-camera products appropriate for different audiences and purposes (e.g., speech strategies, wardrobe suitability, gestures, tones, and vocabulary) FA-JB07.A
	B Use elements and principles of design to develop visual presentations that reinforce and enhance written messages FA-JB07.B
	C Apply skills for packaging stories for various media (e.g., print, online) FA-JB07.C
	D Apply skills for designing an advertisement for a particular audience FA-JB07.D
	E Select appropriate typography for various presentations and prepare a layout for publication FA-JB07.E

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	F Demonstrate knowledge of the use of computer technology, including desktop publishing, in producing and designing visual presentations that are effective and visually appealing FA-JB07.F
Demonstrate understanding of media productions using differing formats FA-JB08	**A** Describe the elements for consideration in producing a media project (e.g., scheduling, location, cameras needed, scripts, visuals) FA-JB08.A
	B Analyze how image capturing and graphics design support the development of electronic presentations FA-JB08.B
	C Apply procedures for taking, developing, printing, enhancing, and captioning photographs and video FA-JB08.C
	D Apply skills and procedures for managing and organizing written assignments and deadlines in story writing and photojournalism FA-JB08.D
	E Evaluate the journalistic value of photographs and video regarding content, composition, and technical qualities FA-JB08.E
Understand the economics of media production and business management skills to produce and distribute journalistic products FA-JB09	**A** Describe how productions may be promoted and marketed FA-JB09.A
	B Differentiate among the types of promotional materials used in journalism and broadcast media (e.g., standard public service announcements, commercial/ ads, press kits, and advertising tags) FA-JB09.B
	C Analyze relationships between advertising and mass media planning and financing FA-JB09.C
	D Analyze and evaluate the effectiveness of different types of advertisements (e.g., hard sell, soft sell) FA-JB09.D
	E Develop and implement plans for calculating the cost of producing different forms of media publications, and planning for the financing, production, and distribution of publications FA-JB09.E