Texas Journalism

# Advanced Journalism: Yearbook I, II, III/Newspaper I, II, III/Literary Magazine

**Knowledge and Skills** 110.66.B

**1 The student understands individual and staff responsibilities of coverage appropriate for the publication's audience. The student is expected to:** 1

- A understand the role and responsibilities of each staff member and the purpose of the publication 1.A
  - i understand the role of each staff member 1.A.I
  - ii understand the responsibilities of each staff member 1.A.II
  - iii understand the purpose of the publication 1.A.III
- B Use the skills necessary to plan and produce a publication. 1.B
  - i use the skills necessary to plan a publication. 1.B.I
  - ii use the skills necessary to produce a publication 1.B.II
- C read both professional publications and other student-produced publications to generate story and design ideas for the local publication 1.C
  - i read professional publications to generate story ideas for the local publication. 1.C.I
  - ii read student-produced publications to generate story ideas for the local publication 1.C.II
  - iii read professional publications to generate design ideas for the local publication 1.C.III
  - iv. read student-produced publications to generate design ideas for the local publication 1.C.IV
- D Conduct research using a variety of sources such as interviews with primary sources, databases, or published reports 1.D
  - i. conduct research using a variety of sources 1.D.1

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E conceive coverage ideas for packaged presentations of material, including, but not limited to, copy, infographics, sidebars, photos, art, and multimedia components 1.E

i conceive coverage ideas for packaged presentations of material, including copy. 1.E.I

ii conceive coverage ideas for packaged presentations of material, including infographics. 1.E.II

iii conceive coverage ideas for packaged presentations of material, including sidebars. 1.E.III

iv conceive coverage ideas for packaged presentations of material, including photos. 1.E.IV

v conceive coverage ideas for packaged presentations of material, including art. 1.E.V

vi conceive coverage ideas for packaged presentations of material, including multimedia components. 1.E.VI

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2 **The student understands media law and journalistic ethics and standards and the responsibility to cover subjects of interest and importance to the audience. The student is expected to:** 2

A find a variety of credible sources to provide balanced coverage. 2.A

i find a variety of credible sources to provide balanced coverage. 2.A.I

B Compose the story accurately keeping his/her own opinion out of non-editorial coverage 2.B

i compose the story accurately keeping his/her own opinion out of non-editorial coverage 2.B.I

C provide editorial coverage to inform and encourage the reader to make intelligent decisions 2.C

i provide editorial coverage to inform the reader 2.C.I

ii provide editorial coverage to encourage the reader to make intelligent decisions 2.C.II

D critique the publication to find its strengths and weaknesses to improve products based on those critiques 2.D

i critique the publication to find its strengths to improve products based on [the critique] 2.D.I

ii critique the publication to find its weaknesses to improve products based on [the critique] 2.D.II

E seek non-staff opinion on the publication to determine its impact on future publications 2.E

i Seek non-staff opinion on the publication to determine its impact on future publications 2.E.I

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F understand the consequences of plagiarism 2.F

i understand the consequences of plagiarism 2.F.I

G understand and apply copyright law, the fair use exemption, and the ownership of intellectual property 2.G

i understand copyright law 2.G.I

ii understand the fair use exemption 2.G.II

iii understand the ownership of intellectual property 2.G.III

iv apply copyright law 2.G.IV

v apply the fair use exemption 2.G.V

vi apply the ownership of intellectual property 2.G.VI

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**3 The student understands all aspects of a publication and the means by which that publication is created. The student is expected to:** 3

A identify elements used to create publications 3.A

i identify elements used to create publications 3.A.I

B create and execute a financial plan for supporting publications such as sales and advertising 3.B

i create a financial plan for supporting publications 3.B.I

ii execute a financial plan for supporting publications 3.B.II

C consider finances in making decisions, including number of pages and cost-incurring extras such as color, paper quality, and number of copies for print publications C

i consider finances in making decisions, including number of pages for print publications C.I

ii consider finances in making decisions, including cost-incurring extras for print publications C.II

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**4 The student produces publications. The student is expected to:** 4

A determine which events and issues are newsworthy for the audience 4.A

i determine which events are newsworthy for the audience 4.A.I

ii determine which issues are newsworthy for the audience 4.A.II

B select the most appropriate journalistic format to present content 4.B

i select the most appropriate journalistic format to present content 4.B.I

C apply skills in reporting and writing to produce publications 4.C

i apply skills in reporting to produce publications 4.C.I

ii apply skills in writing to produce publications 4.C.II

D design pages for publications 4.D

i design pages for publications 4.D.I

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E plan and produce phtoographs for publications 4.E

i plan photos for publications 4.E.I

ii produce photos or publications 4.E.II

F incorporate graphics into publications 4.F

i incorporate graphics into publications 4.F.I

G write and design headlines for publications. 4.G

i write headlines for publications. 4.G.I

ii design headlines for publications. 4.G.II

H research and write captions for publications. 4.H

i research 4.H.I

ii write captions for publications. 4.H.II

I produce publications for publications. 4.I

i produce publications for publications. 4.I.I

J Evaluate stories and coverage for balance and readability. 4.J

i evaluate stories for balance 4.J.I

ii evaluate stories for readability 4.J.II

iii evaluate coverage for balance 4.J.III

iv evaluate coverage for readability. 4.J.IV

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**5 The student demonstrates leadership and teamwork abilities. The student is expected to:** 5

A determine roles for which different team members will assume responsibility. 5.A

i determine roles for which different team members will assume responsibility. 5.A.I

B Work cooperatively and collaboratively through a variety of staff assignments. 5.B

i Work cooperatively through a variety of staff assignments 5.B.I

ii Work collaboratively through a wide variety of assignments. 5.B.II

C determine coverage and concepts for publications. 5.C

i determine coverage for publications. 5.C.I

ii determine concepts for publications. 5.C.II

D Develop a deadline schedule and a regular means of monitoring progress. 5.D

i Develop a deadline schedule 5.D.I

ii Develop a regular means of monitoring progress. 5.D.II

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E Listen actively and critically and then respond to team members. 5.E

i listen actively 5.E.I

ii listen critically 5.E.II

iii respond appropriately to team members. 5.E.III

F submit wrok for editing and critiquing and make appppropriate revisions. 5.F

i submit work for editing 5.F.I

ii submit work for critiquing 5.F.II

iii make appropriate revisions 5.F.III

G edit and critique the work of others 5.G

i edit work of others 5.G.I

ii critique work of others. 5.G.II