Texas Journalism

Journalism 1

The student demonstrates an understanding of media development, press law, and responsibility. The student is expected to: I	**A** identify the history and development of American journalism through people and events; I.A
	B identify the foundations of press law, including copyright law, the fair use exemption, and the ownership of intellectual property; I.B
	C identify the foundations of journalistic ethics; I.C
	D distinguish between responsible and irresponsible media action; and I.D
	E understand the consequences of plagiarism. I.E
The student demonstrates an understanding of the different forms of media and the different types of journalistic writing. The student is expected to: II	**A** distinguish the similarities and differences of print, broadcast, and online media; and II.A
	B distinguish the similarities and differences of news, feature, and opinion writing. II.B
The student reports and writes for a variety of audiences and purposes and researches self-selected topics to write journalistic texts. The student is expected to: III	**A** demonstrate an understanding of the elements of news; III.A
	B select the most appropriate journalistic format to present content; III.B
	C locate information sources such as persons, databases, reports, and past interviews; gather background information; and research to prepare for an interview or investigate a topic; III.C
	D plan and write relevant questions for an interview or in-depth research; III.D
	E gather information through interviews (in person or telephone); III.E
	F evaluate and confirm the validity of background information from a variety of sources such as other qualified persons, books, and reports; III.F
	G write copy synthesizing direct and indirect quotes and other research; III.G
	H use journalistic style to write copy; III.H
	revise and edit copy using appropriate copy editing symbols; III.I

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	J rewrite copy; III.J
	K create different forms of journalistic writing such as reviews, ad copy, columns, news, features, and editorials to inform, entertain, and/or persuade; III.K
	L write captions; and III.L
	M demonstrate an understanding of the function of headlines through the writing of headlines. III.M
The student demonstrates understanding of the principles of publishing through design using available technologies. The student is expected to: IV	**A** identify the appropriate form of journalistic publication to present content such as newspapers, newsmagazines, online media, broadcasts, and newsletters; IV.A
	B design elements into an acceptable presentation; IV.B
	C use illustrations or photographs that have been cropped to communicate and emphasize a topic; IV.C
	D use graphic devices such as lines, screens, and art to communicate and emphasize a topic; and IV.D
	E prepare a layout for publication. IV.E
The student demonstrates an understanding of the economics of publishing. The student is expected to: V	**A** understand general salesmanship in selling professional or student-produced publications; V.A
	B differentiate between advertising appeals and propaganda; V.B
	C differentiate between the various types of advertising such as classified, display, public service, and online advertising; and V.C
	D design an advertisement for a particular audience. V.D