

Journalism

Law & Ethics. Students will apply knowledge of law and ethics related to the functioning of a free and independent press and various media platforms. **1**

- 1** Analyze and understand student expression under the First Amendment including protections and limitations including school district publication policies. **1.1**
- 2** Analyze laws, ethics, and landmark cases specific to journalism. **1.2**
- 3** Apply the rulings to both practice and real-life situations specific to the school community and publication(s). **1.3**
- 4** Research and evaluate the role of a free and independent media within a democratic society. **1.4**
- 5** Seek perspectives and variety in the human experience. **1.5**

Media Literacy. Students will critically evaluate various forms of media. **2**

- 1** Critically analyze content found in print and digital media used to inform, persuade, entertain, and transmit social information. **2.1**
- 2** Evaluate how visual techniques or design elements carry or influence messages in various media. **2.2**
- 3** Analyze the impact of social media on trends and public opinion. **2.3**
- 4** Identify emotional appeals and logic fallacies. Distinguish writing intended as objective from that intended as subjective. **2.4**
- 5** Identify choices content producers make while constructing media. Evaluate how choices contribute to the impact on the audience. **2.5**
- 6** Compare and contrast coverage of the same news stories in a variety of print and digital media. **2.6**
- 7** Evaluate the credibility of sources in a variety of print and digital media stories. **2.7**

Reporting & Writing Process. Students will effectively use the reporting and writing process to produce coherent media stories. **3**

- 1** Compose and evaluate interview questions for written or broadcast journalism. **3.1**
- 2** Gather information from multiple, reliable sources and evaluate this information for relevance, accuracy, and completeness. **3.2**
- 3** Research using current reporting tools, from advanced Google searches to data journalism. **3.3**

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- 4 Write journalistically sound headlines and captions.** 3.4

 - 5 Use direct and indirect quotes in copy with appropriate attribution (e.g., punctuation, identification, verb choice).** 3.5

 - 6 Develop a variety of journalistically sound pieces (see appendix) using standard writing conventions ensuring the principles of fairness, balance and accuracy.** 3.6

 - 7 Revise original pieces for content and style appropriate to the medium and audience.** 3.7

 - 8 Peer- and self-edit using journalism style manuals as references.** 3.8

Multimedia Tools.
Students will develop an understanding of how multimedia journalism plays a pivotal role in storytelling while becoming familiar with the basics of photo, video and audio production. 4

- 1 Analyze & evaluate photography, videography, and audio in journalism (e.g., emotional connection, how multimedia elements enhance text, reader response, storytelling quality of the photo).** 4.1

- 2 Apply principles of photography such as composition, lighting, and other important photojournalism concepts.** 4.2

- 3 Apply principles of videography, such as wide, medium and close shots, length of shot, etc.** 4.3

- 4 Apply principles of audio production, such as natural sound, stereo, nonlinear editing.** 4.4

- 5 Use professional ethics in producing and selecting photos, videos, and audio for publication.** 4.5

- 6 Collect accurate information to provide context to the photo, video, or audio and connect it logically to the story that it illustrates (e.g. captions, metadata).** 4.6

Technology & Design.
Students will apply appropriate principles of technology and design. 5

- 1 Apply available technologies used in publishing to create designs appropriate for media (e.g., desktop publishing, photo editing, Web-based media, word processing).** 5.1

- 2 Analyze and apply principles of layout and design to create a visually appealing school publication that effectively communicates to the audience.** 5.2

Management & Organization. Students will develop management and organizational leadership skills to produce media content. 6

- 1 Apply organizational, economic, and management skills necessary to meet student media production schedules.** 6.1

- 2 Develop and execute a marketing plan to maximize the awareness and readership of student media.** 6.2

- 3 Develop a business plan to learn principles of innovative funding models (e.g., advertising, sponsored content, nonprofit model).** 6.3

4 Investigate educational opportunities and careers in journalism and mass media. 6.4

Digital Citizenship.
Students will be able to recognize good digital citizenship and use best practices in social media. 7

1 Demonstrate professional social media ethics in use and production. 7.1

2 Develop meaningful, engaging content for multiple social media platforms adhering to each platform's guidelines. 7.2

3 Develop strategies for finding reliable sources on social media and contacting them for interviews. 7.3