Utah Supplemental Standards for English Language Arts

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 at 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 col sto	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
		esearch using current reporting tools, from advanced Google searches to data ournalism. 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., dvertising, sponsored content, nonprofit model). 6.3

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	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