

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**

- I** revise and edit copy using appropriate copy editing symbols; **III.I**

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](#)
