

# Course: Journalism III



## Dyersburg High School

**Course Description:** Goal Statement: This course will provide more in-depth and hands-on production work in journalism. Activities in this class should include production techniques for newspaper, radio, and television.

**Content Standard:** The student will understand and utilize oral, written, and visual communication. Standards for this course will align with the 11-12 grade-band standards for ELA.

<i>Dates</i>	<i>Unit/Theme</i>	<i>Aligned Objectives (Learning)</i>	<i>Activities and Assessments</i>	<i>Notes/ Accommodations/ Etc</i>
Semester 1	Oral Competency	Coach peers in speaking, listening, and research skills, which will facilitate interviewing and other oral communication activities. L.CSE.1, SL.CC.2, SL.PLI.6 Coach peers in appropriate language skills, demeanor, and attire to cultivate success and good public relations. L.KL.3, L.VAU.5, SL.CC.1, SL.PKI.6 Coach peers in appropriate interviewing techniques. L.KL.3, L.VAU.5 Coach peers in using terms and expressions common to the industry to speaking, listening, and writing. L.KL.3, L.VAU.4-6, RI.CS.4 Coach peers in applying legal and ethical journalistic standards to all journalism activities. R.KID.3, SL.CC.2	Serve as Mentors to new students  Model ad sales techniques  Model interview techniques	
Semester 1	Written Competency	Skillfully apply advanced language usage skills and research techniques. L.CSE.2 Skillfully apply advanced journalistic writing style for various media. L.KL.3, L.VAU.4-6, W.TTP.1-3,	Produce quality newsmagazine  Produce 1-2 times per	

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		<p>W.PDW.4, W.RBPK.7            Recognize the difference between fact, opinion, and bias and appropriate use in media production. L.VAU.5, RI.KID.1-3, RI.CS.6, W.RBPK.8-9            Use computers (if available) to compose, edit, and revise work for publication. W.PDW.6            Write for an intended (prescribed) audience, recognizing the importance of ethics in information gathering and reporting. L.KL.3, L.VAU.4-6, SL.CC.2, W.PDW.4            Skillfully apply advanced editing and revision techniques to produce work suitable for publication/ production. L.VAU.5, RI.IKI.7, W.PDW.6</p>	<p>month an online article            Edit articles            Coordinate work calendar for entire staff</p>	
Semester 1	Visual Competency	<p>With support, exhibit leadership with regard to working knowledge for roles and procedures of management and production of various media. SL.CC.1-3, W.PDW.4            Demonstrate knowledge of business management including advertising, circulation, and/or bookkeeping procedures. Mentor new staff as they navigate the business aspects of journalism. SL.CC.1-3, SL.PKI.4, W.TTP.1-2            Understand and utilize standard principles of related areas to enhance visual appeal and provide feedback to peers during the layout phase. SL.PKI.5            Create visual effects by utilizing graphic designs, either technologically generated (if available) or original work and provide feedback to peers during the layout phase. SL.PKI.5            Demonstrate knowledge of layout and design procedures by incorporating consistency of style using a desktop publishing system (if available), traditional methods, or a combination of both techniques. SL.PKI.5, W.PDW.6</p>	<p>Sell Advertising space in the newsmagazine            Layout articles in each print issue            Create infographics            Use Adobe suite including InDesign and Photoshop            Serve as editor, business manager, or other leadership role</p>	

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Semester 1	Industry competencies	Research how journalists are evaluated for job performance RI.IK1.7-8, W.RBPK.8-9 Research educational paths for journalists and editors RI.IK1.7-8, W.RBPK.8-9 Identify entry-level work experiences RI.IK1.7-8, W.RBPK.8-9	Research Paper	
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