

Journalism Writing Basics

- Characteristics, pattern of articles, summarizing, writing process
- Where to find stories, how to evaluate newsworthiness, how to find sources

Interviewing

- Identify sources, demonstrate interviewing techniques, insert quotes appropriately

Headlines

- Write grammatically correct & appropriate headlines
- Understand headline vocabulary and use of font and type size

News Writing

- Understand characteristics of solid news writing
- Use 5 W's, lead, and inverted pyramid news structure

Feature Writing

- Understand characteristics and style of feature writing
- Practice different story structures using newsworthy angles

Sports Writing

- Understand the difference between the game story and the feature sports story
- Recognize timeliness issue and difference between online vs print sports reporting

Editorial Writing

- Learn different roles of the media and identify a role for each scholastic product

Opinion, Column, and Review Writing

- Understand differences and similarities among editorials, columns, and reviews
- Demonstrate the difference between a personal opinion and a factually supported editorial

Law & Ethics

- Understand First Amendment, censorship, legal dangers, copyright, and ethics

Photography & Ethics of Editing

- Learn to compose quality photographs and understand ethics when editing photo content

Visual Design, Typography & Layout

- Learn modular design, style, hierarchy, dominance, and simplicity

Staff Organization & Management

- Understand roles & responsibilities, and function as a team under those guidelines

Online Publication

- Differentiate between online news writing and social media
- Demonstrate how skip & scan reading style used by online readers dictates writing style

Advertising (if permitted at your school)

- Learn about basic appeals made in advertising
- Learn about advertising sales

Journalism in the USA

- Study the role of journalism in America, including its history and impact