



JOURNALISM

Journalism Writing Basics

- Understand characteristics, pattern of articles, summarizing, writing process.
- Know 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.



DAVIS ESSENTIAL SKILLS AND KNOWLEDGE

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.