

NEWPORT-MESA UNIFIED SCHOOL DISTRICT Course Description

JOURNALISM IIIAB

(Course Meets Requirements for Graduation)

Content covered in this course is described in the Course of Study. Based upon student needs, teachers select appropriate materials from the Instructional Materials List. Classroom presentations of course content are determined by the instructor and described under Teacher Activities. A more detailed outline of this course can be obtained from the instructor.

Overview:

This course is designed to provide the student the with leadership role opportunities and higher-level editing and management skills required of an editor of a student-directed publication. The course emphasizes both the leadership and decision-making qualities necessary to supervise a publication staff and the higher-level writing and editing skills needed to become a flexible writer/editor who demonstrates mastery of the conventions of English and the ability to compose written communication using a wide variety of modes and for a variety of purposes. The student will assume various leadership positions on the publication staff, and fulfill those roles and responsibilities. In his capacity as writer/editor, the student will produce, and assist others in producing, material for publication by researching, interviewing, writing, and editing stories designed to inform, persuade, or entertain. The student will improve his/her ability to select, edit, and evaluate various types of journalistic copy: news, editorials, opinion, features, sports, narratives, columns, reviews, advertising copy, captions/cutlines, and headlines. The student will engage in production work in the areas of design, advertising, photography, and electronic publishing. The student will use available word processing and electronic publishing programs to generate drafts and camera-ready pages for publications. The student will develop the ability to assess all levels of communication and evaluate the effectiveness of published materials in terms of reader appeal and visual aesthetics. His/her responsibilities include observing the rights of a free press and the standards of journalism and English.

Course of Study Objectives:

1. The student will supervise the staff in establishing goals for publications—formulating a publication policy and developing a staff management plan under the guidance of a publication adviser—coordinate efforts of staff members to work together as a team, accept responsibility for assignments, observe deadlines, and achieve professional standards of journalism and English.

1.1 STUDENT ACTIVITIES:

The student will discuss the role of the publication, its readership, and purpose. The student will supervise the writing of publication goals and policy statements. Under the guidance of a

publication adviser, he/she will assign staff roles and responsibilities. The writer/editor will understand his/her roles on the staff and seek to work cooperatively with others in meeting his/her responsibilities and deadlines.

1.2 INSTRUCTIONAL MATERIALS USED:

- Historical and current staff manuals, policies, job descriptions, and procedures
- Related instructional materials

1.3 TEACHER ACTIVITIES:

- Provide written materials and facilitate their use
- Facilitate and provide significant time for adviser/staff discussion

2. The student will assume the leadership of the publication including, but not limited to, conducting staff meetings, participating in editorial board decisions, selecting and supervising the publication staff, overseeing business operations, determining staff procedures, coordinating all aspects of production including photography, layout and design, maintaining positive relationships with the adviser and other school officials, serving as role model for the staff, and representing the newspaper at public functions.

2.1 STUDENT ACTIVITIES:

The student will read articles on leadership and staff management and discuss his/her role and responsibilities with the adviser. In his/her capacity as leader, the student will actively seek the support and cooperation of publication staff members and will work cooperatively with the staff. He/She will assist staff members in meeting their responsibilities, and hold them accountable for completing their tasks by deadline. He/she will coordinate goal-setting, all aspects of the publication production, and contribute to the evaluation process. The student will expand and perfect the scope and development of his/her written expression by contributing articles for each publication issue.

2.2 INSTRUCTIONAL MATERIALS USED:

- Resources on leadership and staff management
- Current and historical guides for staff roles, responsibilities, procedures

2.3 TEACHER ACTIVITIES:

- Facilitate student discussion
- Promote ethical considerations and understanding of community standards

3. The student will devise and implement a plan to finance the publication, recognize the role of advertising and adhere to publication and district policies pertaining to advertising in school publications, strive for positive community contact and follow accepted business practices, and coordinate any fund-raising activities undertaken by the staff.

3.1 STUDENT ACTIVITIES:

The student will recognize the need for editorial and business staffs to work together to produce a publication that meets the needs of the readers and strive to meet the standards of professional journalism and sound business practices. The student will plan issues and activities that stay within the publication budget. The student will direct the advertising staff in the solicitation, preparation, and billing of advertising in the student publication. The student will appoint staff members to assist with advertising and fund-raising activities.

3.2 INSTRUCTIONAL MATERIALS USED:

- Financial resources
- Advertising contracts, bills, and miscellaneous forms and letters
- Computer hardware and software
- Community resources

3.3 TEACHER ACTIVITIES:

- Provide instruction and advertising resources
- Supervise student activities and oversee financial record keeping

4. The student will determine which events and issues are newsworthy, generate ideas for articles for publication and solicit ideas from other staff members, and will assist other staff members in determining the most appropriate journalistic format for both written and visual content.

4.1 STUDENT ACTIVITIES

The student will seek, actively gather, and evaluate potential publication content. The student will select the proper writing style to use after considering audience, purpose, and publication goals. The student will identify visual material most suitable to the needs of the publication. The student will serve as a resource for other staff members who need assistance in generating ideas and selecting the appropriate journalistic format for their work.

4.2 INSTRUCTIONAL MATERIALS USED:

- Textbooks
- Writing models and styles
- Visual aids

4.3 TEACHER ACTIVITIES:

- Assist students in determining appropriate publication content
- Provide models of writing styles
- Facilitate student discussion
- Encourage originality of ideas

5. The student will write in appropriate journalistic styles on a wide range of topics of interest to the student body, edit his/her stories and other staff members' copy for content, grammar, spelling and style, and apply all conventions of the English language, incorporating accepted journalistic style rules and using proper copy editing symbols.

5.1 STUDENT ACTIVITIES:

The student will write copy appropriate for school publications using correct journalistic style for various story modes such as news, editorials, opinion, features, sports, narratives, columns, reviews, advertising copy, captions/cutlines, and headlines. The student will engage in prewriting activities, precomposing activities, and the writing, revising, and editing stages of the writing process. The student will use all the correct conventions of the language in publication copy. The student will edit and proofread all writing prepared for publication. The student will use *Associated Press* style or other accepted journalistic style rules and use proper copy editing symbols to indicate corrections in the copy.

5.2 INSTRUCTIONAL MATERIALS USED:

- Student and professional writing
- *Associated Press Stylebook*
- Reference books on English usage and grammar
- Copy editing symbols

5.3 TEACHER ACTIVITIES:

- Instruct in language conventions when need arises
- Facilitate collaborative sessions for peer review
- Review student writing and return to student for personal editing
- Encourage originality and diversity of copy

6. The student will continue to refine those listening and interviewing skills required of a publication staff member, enhance his/her development of both formal and informal oral communication skills, and continue to refine and apply interpersonal skills through working cooperatively with fellow staff members.

6.1 STUDENT ACTIVITIES:

The student will interview other students and news sources, utilizing note-taking techniques and interview strategies. The student will participate in news conferences, one-on-one interviews and symposiums, as well as engage in discussions with other students and the adviser. The student will conduct staff meetings, preside at editorial board meetings, and work

- cooperatively with reporters, photographers, and others on the publication staff.
- 6.2 **INSTRUCTIONAL MATERIALS USED:**
- Communication resources
 - Models of positive communication
- 6.3 **TEACHER ACTIVITIES:**
- Model oral communication techniques
 - Provide instruction and assistance in listening, interviewing, and note-taking techniques
 - Facilitate discussions and critiques
7. **The student will use higher-order thinking skills while engaged in the production of school publications, further improve his/her ability to read for meaning, critically analyze the content of both written and visual presentations, and continue to read challenging core literature and sophisticated journalism models to enhance his/her awareness of diversity and success of written communication.**
- 7.1 **STUDENT ACTIVITIES:**
- The student will read and discuss copy written by staff members and other writers. The concepts of analysis and evaluation will be discussed and applied by the student in assessing the quality of communication and visual presentation. The student will evaluate the work through writing and speaking assignments.
- 7.2 **INSTRUCTIONAL MATERIALS USED:**
- Textbooks
 - Professional and student newspapers and magazines
- 7.3 **TEACHER ACTIVITIES:**
- Assign reading
 - Conduct/facilitate discussions and analysis
8. **The student will develop greater awareness of precision in language, expand and refine his/her vocabulary through listening/writing/speaking activities, distinguish between opinion and fact, and develop a sensitivity for shades of meaning in language in order to write concisely and clearly.**
- 8.1 **STUDENT ACTIVITIES:**
- The student will identify words and phrases that convey opinion in spoken or written language. The student will distinguish between shades of meaning for a variety of words and phrases and add words to his/her vocabulary and use these words in appropriate context. The student will write clearly and concisely avoiding trite, over-used expressions. The student will express his/her ideas clearly and directly and communicate effectively in working with publication staff members.
- 8.2 **INSTRUCTIONAL MATERIALS USED:**
- Professional and student writing
 - Word lists
 - Thesaurus
 - Dictionaries
- 8.3 **TEACHER ACTIVITIES:**
- Facilitate clear, direct communication
 - Indicate overuse of words and encourage rewriting or use of synonyms
 - Review and evaluate student writing
9. **The student will enhance his/her skill in locating and making appropriate use of information from various resources and assist fellow staff members in accessing information and sources necessary to complete assignments.**
- 9.1 **STUDENT ACTIVITIES:**
- The student will use libraries, electronic information systems, and primary sources to research and verify information gathered for publication. The student will assist others in acquiring necessary information and news sources to fulfill assignments. The student will prepare, in

- advance through the use of resources, questions to be used in an oral interview.
- 9.2 **INSTRUCTIONAL MATERIALS USED:**
- Textbook
 - Library
 - Electronic information services
 - Various resources
- 9.3 **TEACHER ACTIVITIES:**
- Facilitate use of library, electronic access of data, and other resources
 - Supervise student activities
 - Evaluate accuracy in reporting and documentation of facts
- 10. The student will understand the California Education Code relating to student press freedom and other legal restrictions on the press and will recognize and avoid the use of legally prohibited materials and those materials that violate community standards of good taste.**
- 10.1 **STUDENT ACTIVITIES:**
- The student will read articles relating to law, ethics, and journalism standards. The student will recognize and avoid the use of legally prohibited material and follow professional standards of ethics in judging suitability for publication. The student will discuss student press rights and responsibilities.
- 10.2 **INSTRUCTIONAL MATERIALS USED:**
- Textbooks
 - Professional and student publications
 - Historical and legal documents
 - Visual aids
- 10.3 **TEACHER ACTIVITIES:**
- Demonstrate/Lecture
 - Facilitate student discussion
 - Promote ethical considerations and the understanding of community standards
- 11. The student will recognize the relationship between page design and effective communication and increase his/her skill in designing pages, infographics, headlines, and other elements to effectively communicate the contents of a publication.**
- 11.1 **STUDENT ACTIVITIES:**
- The student will recognize the visual impact of such elements as typography, photography, infographics, illustrations, charts, maps, and screens to the aesthetic and communicative functions of the publication. The student will design pages using aesthetic principles such as balance, focal point, center of visual interest, horizontal emphasis, and packaging. The student will incorporate into his/her work the effective use of photographs, artwork, and graphics.
- 11.2 **INSTRUCTIONAL MATERIALS USED:**
- Textbook
 - Professional publications
 - Art, graphic, and design resources
 - Visual aids
- 11.3 **TEACHER ACTIVITIES:**
- Instruct in design principles
 - Provide instruction on available computer software program in electronic graphic and page design
 - Supervise and facilitate innovative and aesthetically designed pages and graphics
- 12. The student will use available technology to produce a school publication.**
- 12.1 **STUDENT ACTIVITIES:**
- The student will use available computers and accessories in the planning, preparation, and

production of the publication. The student will be familiar with and use, if applicable, software programs in word processing, page layout and graphics design. He/She will demonstrate proper techniques for accessing programs, storing and retrieving data, and electronically editing copy. The student will show proper care and handling of computer hardware, software, disks, and support materials.

12.2 INSTRUCTIONAL MATERIALS USED:

- Computers and available software programs in electronic publishing
- Visual aids
- Supplementary materials

12.3 TEACHER ACTIVITIES:

- Demonstrate and model proper care and use of computer hardware and software programs.
- Conduct workshops on the use of various computer programs
- Teach, when the need arises, advanced levels of electronic publishing

INSTRUCTIONAL MATERIALS:

TEXTBOOK

Baskette, Sissors, and Brooks, ed. *The Art of Editing*

California Department of Education. *Keeping It Legal: A Handbook of California Student Press Law*

English and Hatch. *Scholastic Journalism*

Scanlan, Christopher. *How I Write the Story*

SUPPLEMENTARY MATERIALS

Associated Press, ed. *Associated Press Stylebook*

Roget's International Thesaurus

Strunk and White. *Elements of Style*

Webster's Collegiate Dictionary

CORE WORKS/EXTENDED READINGS

CORE WORKS/EXTENDED READINGS represent teacher selected titles and resources that will best serve the journalism student.

AUDIO-VISUAL MATERIALS

- Films, filmstrips, and videocassettes from the District library
- School-based materials that have been approved as outlined by the District's evaluation process