

# CFISD Advanced Journalism: Newspaper I-III

Scope and Sequence 2023-2024

**Course Description:** Students enrolled in Advanced Journalism: Newspaper I, II, III communicate in a variety of forms for a variety of audiences and purposes. Students are expected to plan, draft, and complete written and/or visual communications on a regular basis, carefully examining their copy for clarity, engaging language, and the correct use of the conventions and mechanics of written English. Students are expected to become analytical consumers of media and technology to enhance their communication skills. In addition, students will learn journalistic ethics and standards. Writing, technology, and visual and electronic media are used as tools for learning as students create, clarify, critique, write, and produce school newspapers. Students must have the recommendation of the publications teacher to enroll in this class, and courses must be taken in sequence. Production of the newspaper may require 3 to 8 hours of after-school activities per week.

## Texas Essential Knowledge and Skills: Newspaper TEKS

Instructional Units	Days**	
<b>First Semester</b>	74	End Date
<b>1<sup>st</sup> Grading Period (37 Days)</b>	<b>08/28/2023</b>	<b>10/20/2023</b>
Unit 1: Publication Development <ul style="list-style-type: none"> <li>● Staff roles &amp; responsibilities, section divisions, coverage &amp; design decisions, advertising plan</li> </ul>	7	9/06
Unit 2: Story/Content Generation <ul style="list-style-type: none"> <li>● Styles &amp; formats, developing sources, leads &amp; angles, interviewing techniques, ethics</li> </ul>	12	9/22
Unit 3: Publishing Process <ul style="list-style-type: none"> <li>● Students participate in the ongoing, hands-on production of the campus newspaper: researching &amp; writing stories, editing &amp; revising, page layout, photography &amp; graphic elements, headlines &amp; captions, sales &amp; advertising</li> </ul>	18	10/20
<b>*2<sup>nd</sup> Grading Period (37 Days)</b>	<b>10/23/2023</b>	<b>12/21/2023</b>
*Unit 3 continues <ul style="list-style-type: none"> <li>● Students will have ongoing opportunities to demonstrate their journalism skills by brainstorming story ideas, following beats, and writing &amp; publishing for real-world audiences.</li> </ul>	37	12/21

<b>Second Semester</b>	93	End Date
<b>3<sup>rd</sup> Grading Period (42 Days)</b>	<b>01/08/2024</b>	<b>03/10/2023</b>
Unit 4: Progression of Publishing Process <ul style="list-style-type: none"> <li>Students participate in the ongoing, hands-on production of the campus newspaper: researching &amp; writing stories, editing &amp; revising, page layout, photography &amp; graphic elements, headlines &amp; captions, sales &amp; advertising</li> </ul>	42	3/10
<b>*4<sup>th</sup> Grading Period (51 Days)</b>	<b>03/18/2024</b>	<b>05/30/2024</b>
Unit 4 continues <ul style="list-style-type: none"> <li>Students will have ongoing opportunities to demonstrate their journalism skills by brainstorming story ideas, following beats, and writing &amp; publishing for real-world audiences.</li> </ul>	43	5/17
*Unit 5: Publication Wrap-Up & Review <ul style="list-style-type: none"> <li>Evaluation &amp; critique, staff leadership assignments</li> </ul>	8	5/30

\* Includes time for semester review & final exams.

\*\* The length of each unit is an approximate number of days dependent upon the materials used and complexity of assignments. Units may be combined. The purpose of this flexibility is to allow teachers the opportunity to plan for the needs of their students and to accommodate re-teaching or review when necessary. If pre-assessment indicates student mastery could be achieved in a fewer number of days, the additional time could be used for extension or carried into the next unit.

### **Instructional Material(s):**

Resources from academic and professional publishing organizations, such as the [Journalism Education Association](#), [Texas Association of Journalism Educators](#), and [University Interscholastic League](#).