

Broadcast Journalism.

Mehlville School District
English Language Arts
Grades 11 - 12, Duration 1 Year, 1 Credit

Rationale

Because today's student is sophisticated electronically, already a consumer of professional commercial electronic media, they need to appreciate how it is produced by creating their own group and individual productions. The increasing demand for "season highlights" and "community outreach" video productions is further justification for such a class. Quality script-writing is where each student's production begins. Broadcast Journalism prepares the student, already visually literate, for the electronic classroom and other communication situations.

Course Description

Broadcast Journalism students will analyze professional electronic media and discuss journalism ethics, then produce their own news shows in group/team environments as well as individually. Discussions will include script-writing, dialogue, and the roles and functions of writers, producers and directors. Students will create video productions, including visual stories for news magazine programs, in-house commercials, music videos, and in-school promotions. They will write and create their own video productions, or write their own segments from video filmed by classmates, for a news magazine program that can be aired throughout the school and community on websites or cable television. Students will also perform business operations, such as selling and creating advertising.

Prerequisites

Prerequisites: English I

Open to: 11,12 (10 with current teacher approval)

Credit: 1 unit - two semesters (Practical Art) (the student may take this course more than once, repeated course will be an ELA elective credit)

Course Objectives

1. The student will incorporate appropriate media or technology in the creation of weekly and/or monthly concise written scripts and multimedia presentations on a variety of topics.
2. The student will analyze, describe and evaluate the elements of messages projected in various media (e.g. videos, pictures, websites, artwork, plays and news programs) using a rubric assessment and teacher guidelines. (A+: Research)
3. The student will listen to and evaluate own and others' effectiveness in presentations and group discussions, using provided criteria. (A+: Speaking and Listening)
4. The student will read and gather information from interviews and note taking, as well as from visual, electronic and printed media. (A+: Reading)
5. The student will demonstrate time management and organizational techniques appropriate to television news production assessed by a performance appraisal.
6. The student will follow ethical journalistic standards provided by the Society of Professional Journalists (SPJ) and laws when reporting, writing and producing multimedia presentations.
7. The student will apply a writing process (including writing and editing scripts, voiceovers, and standups) to write effectively in various forms and types of writing: news, feature, editorial, and sports. (A+: Writing)
8. The student will plan and produce a broadcast package using technology including shooting video with digital camera, editing film using production software and a computer.
9. The student will sell sponsorships for the broadcast and promote the broadcast via social media. Students may be required to create Public Service Announcements (PSAs).

BOE Approved: 12/14/17