



Northern York County School District

Curriculum Overview

Course: Media Journalism	
Grade Level: 12	
Approval Date:	Length of Time: 180 Days
Course Description: <p>This course is designed to give students opportunities to obtain, refine, and reflect upon twenty-first century critical-thinking and communication skills via comprehension and analysis of varied media (news, film, narrative, and social media). Students will be provided opportunities to develop personal interests through research, communicate with poise, and master reading, writing, speaking and listening skills. Additionally, students will gain practice analyzing and inferring as a structure for making effective judgment, summarizing a conclusion, or taking action. Students will have multiple opportunities to learn and apply the foundations of communication regarding impacting an audience via discussion, oral presentation, and written response to showcase mastery of journalistic conventions including distinguishing bias, understanding techniques of persuasion, and developing effective word choice with an awareness of varied audiences.</p>	
Course Objectives: <ul style="list-style-type: none">• Incorporate relevant information in written communication that effectively supports claims and central ideas using a variety of techniques.• Create a smooth progression of ideas, topics, or experiences using a variety of techniques to sequence information into a coherent whole with an awareness of language and style for varied purposes and audiences.• Analyze and evaluate various journalistic writing formats and apply these techniques while writing.• Engage in a range of independent and collaborative experiences to develop and evaluate a speaker's perspective using clear reasoning and evidence for varied audiences.• Analyze and apply a variety of public speaking strategies in order to effectively communicate information	
Related Standards: <p>CC.1.2.11-12.E: Analyze and evaluate the effectiveness of the structure an author uses in his or her exposition or argument, including whether the structure makes points clear, convincing, and engaging.</p> <p>CC.1.4.11-12.C: Develop and analyze the topic thoroughly by selecting the most significant and relevant facts, extended definitions, concrete details, quotations, or other information and examples appropriate to the audience's knowledge of the topic; include graphics and multimedia when useful to aiding comprehension.</p> <p>CC.1.4.11-12.D: Organize complex ideas, concepts, and information so that each new element builds on that which precedes it to create whole; use appropriate and varied transitions and syntax to link the major sections of the text; provide a concluding statement or section that supports the information presented; include formatting when useful to aiding comprehension.</p>	

CC.1.4.11-12.K: Write with an awareness of the stylistic aspects of composition. • Use precise language and domain-specific vocabulary to manage the complexity of the topic. • Establish and maintain a formal style and objective tone while attending to the norms of the discipline in which they are writing.

CC.1.5.11-12.A: Initiate and participate effectively in a range of collaborative discussions on grade-level topics, texts, and issues, building on others' ideas and expressing their own clearly and persuasively.

CC.1.5.11-12.B: Evaluate how the speaker's perspective, reasoning, and use of evidence and rhetoric affect the credibility of an argument through the author's stance, premises, links among ideas, word choice, points of emphasis, and tone.

CC.1.5.11-12.D: Present information, findings, and supporting evidence, conveying a clear and distinct perspective; organization, development, substance, and style are appropriate to purpose, audience, and task.

CC.1.5.11-12.E: Adapt speech to a variety of contexts and tasks.

Units:

- Journalism Then and Now: History, Law and Journalism in the 21st Century
- Crafting the Story: Reporting, Interviewing and Writing in Various Journalistic Styles
- The Moral Compass: Navigating Journalism's Ethics
- The Speaker's Toolkit: Basic Public Speaking Skills and Preparation
- Words with Purpose: Applying Speaking Skills to Various Presentation Styles

Concepts:

- **Written Communication:** the ability to craft clear, cohesive messages through writing tailored to specific audiences, formats, and purposes. In 12th grade, students refine this skill by using a range of journalistic techniques to inform, persuade, or entertain. They produce content that demonstrates strong organization, voice, and style while adapting their message to suit different media platforms and genre expectations.
- **Verbal Communication:** the ability to express ideas clearly and effectively through spoken language across various settings. In 12th grade, students develop this skill by engaging in formal presentations, collaborative discussions, interviews, and debates. They analyze audience needs and tailor their delivery through purposeful language choices and public speaking techniques to communicate with clarity and confidence.
- **Critical Reading & Thinking:** the ability to critically analyze the effectiveness of texts, assess the influence of bias, and interpret how information is presented across different platforms. In 12th grade, students deepen this skill by evaluating the credibility, purpose, and impact of various journalism articles.

Competencies:

- Understand how law and ethics impacts communication through various modes of media, especially news media or social media platforms
- Evaluate and cite multiple media to support a position or summarize a central idea
- Apply various writing or multimedia skills to create a clear, cohesive message
- Research to identify varied credible sources to support claims or provide evidence
- Identify and apply effective use of language and delivery techniques
- Analyze and evaluate one's self and environment to tailor public speaking to audience needs and interests
- Apply elements of collaborative speaking to participate in discussion and debate

<ul style="list-style-type: none"> • Evaluating and Synthesizing Information: the ability to gather, assess, and synthesize information from a variety of credible sources to support arguments or ideas. In 12th grade, students conduct research to inform presentations and journalistic articles and analyzing the reliability, perspective, and relevance of each source. They integrate research effectively, using accurate citation practices and evidence to build compelling, well-supported content. • Planning & Organization: the ability to strategically manage time, coordinate tasks, and structure work to meet goals. In 12th grade, students refine this skill by independently planning presentations and written projects from concept to publication. They plan and meet deadlines to manage steps in the writing process, both collaboratively and independently. 	
<p>Learning Activities:</p> <ul style="list-style-type: none"> • Article writing • Text analysis • Small group and whole group discussion • Individual/Group presentations • Group collaboration projects • Research 	<p>Performance Tasks:</p> <ul style="list-style-type: none"> • Classwork • Projects • Quizzes • Unit tests • Discussions • Debates • Presentations • Article writing
<p>Other Assessment Measures:</p> <p>N/A</p>	
<p>Textbook/Primary Resource:</p> <p><i>Exploring Journalism and the Media</i> <i>The Ethical Journalist</i> <i>Speech</i></p>	
<p>Supplemental Resource Materials:</p> <p>Various recent digital and print news articles Online resources Teacher generated notes and presentations Teacher generated activities Multimedia resources</p>	

