

# TEACHER MASTERY GUIDE

## JOURNALISM

### FIRST TERM

**Content Standard:** The student will understand and utilize oral, written, and visual communication.

**Goal Statement:** The primary goal of any journalism program should be for students to improve oral and written communication skills. Many high school students seek opportunities to explore career possibilities in the media. Journalism programs should offer students many opportunities to excel in a variety of areas.

**Learning Expectations:**

**Oral**

- \*Demonstrate speaking, listening, and research skills which will facilitate interviewing and other oral communication activities.
- \*Demonstrate appropriate language skills, demeanor, and attire to cultivate success and good public relations.
- \*Demonstrate appropriate interviewing techniques.

**Written**

- \*Demonstrate appropriate language usage skills and research techniques.
- \*Demonstrate appropriate journalistic writing style for various media.

**Visual**

- \*Exhibit a working knowledge for roles and procedures of management and production of various media.
- \*Demonstrate knowledge of business management including advertising, circulation, and/or bookkeeping procedures.
- \*Understand and utilize standard principles of related areas to enhance visual appeal.

### SECOND TERM

**Content Standard:** The student will understand and utilize oral, written, and visual communication.

**Goal Statement:** The primary goal of any journalism program should be for students to improve oral and written communication skills. Many high school students seek opportunities to explore career possibilities in the media. Journalism programs should offer students many opportunities to excel in a variety of areas.

**Learning Expectations:**

**Oral**

- \*Apply terms and expressions common to the industry to speaking, listening, and writing activities.
- \*Apply legal and ethical journalistic standards to all journalism activities.

**Written**

- \*Recognize the difference between fact and opinion and its appropriate use in media production.
- \*Use computers (if available) to compose, edit, and revise work for publication.
- \*Write for an intended (prescribed) audience, recognizing the importance of ethics in information gathering and reporting.
- \*Demonstrate editing and revision techniques to produce work suitable for publication/production.

**Visual**

- \*Create visual effects by utilizing graphic designs, either technologically generated (if available) or original work.
- \*Demonstrate knowledge of layout and design procedures by incorporating consistency of style using a desktop publishing system (if available), traditional methods, or a combination of both techniques.