

JOURNALISM

COURSE GUIDE

2018 ICCSD

This journalism curriculum identifies the essential skills for the secondary journalism courses:
Foundations of Journalism, News Lab, Broadcast Lab, and/or Yearbook Lab.

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UNDERSTANDINGS AND GUIDING QUESTIONS

Understanding	Guiding Questions
Media has the power to influence society.	<p>What kinds of media have influenced society?</p> <p>How has media influenced society?</p> <p>Why does media influence society?</p> <p>Should media influence society?</p>
Media has the responsibility to be fair, accurate and balanced.	<p>What do fair, accurate, unbiased mean?</p> <p>Why should media be fair, accurate, and unbiased?</p> <p>What could result if media is not fair, accurate and unbiased?</p>
Media and student voices in a democratic society and school provide a forum for public discussion and open exchange of ideas.	<p>How has media served as a forum for public discussion and open exchange of ideas?</p> <p>Why is it important to have a forum for public discussion and open exchange of ideas?</p>
Media can be a catalyst for critical thinking and problem solving.	<p>What is critical thinking?</p> <p>What are some problems that could be examined in the media?</p> <p>How can media be a catalyst for critical thinking and problem solving?</p> <p>Should media be a catalyst for critical thinking and problem solving?</p>
Media promotes civic literacy in society and school.	<p>What is civic literacy?</p> <p>How does increased civic literacy impact society?</p> <p>How does media promote civic literacy?</p>
Writing and storytelling have a variety of purposes through the mediums of print, websites, photography, and video.	<p>What are the purposes of print, digital, and broadcast media?</p> <p>Why are there different purposes for writing within different mediums?</p>
Skilled writers identify information important enough to capture in writing, and make that information accessible, understandable, and thought provoking to a targeted audience through a variety of mediums including digital and social media.	<p>What kinds of stories are newsworthy?</p> <p>How do skilled writers connect to their audience through localizing national stories?</p> <p>How do skilled writers make information accessible, understandable, and thought provoking through graphics, language and videos?</p>
Secondary journalism mirrors real workplace experiences.	<p>What are examples of real workplace experiences?</p> <p>What are secondary journalism course experiences?</p> <p>How do secondary journalism team and editorial responsibilities mirror real workplace experiences?</p>
Interpersonal skills, ethics, and responsibility are essential elements in media journalism, and all careers.	<p>What are interpersonal skills, ethics, and responsibility?</p> <p>How does adherence to journalistic ethics protect the journalism student?</p>

All students will understand that...	All students will know...	All students will be able to...	Iowa Core
<p>Media has the power to influence society and is a key part of a democracy.</p> <p>Writing and storytelling have a variety of purposes through the mediums of print, websites, photography, and video.</p> <p>Secondary journalism mirrors real workplace experiences.</p>	<p>SPJ Code of Ethics</p> <p>Essential media lit questions when conducting online research.</p> <p>How to use digital tools to get a wide variety of news.</p> <p>Different types of lead writing.</p> <p>Different ways to format quotes.</p> <p>Photographic styles and types of photo editing.</p> <p>Definitions of key journalism terms (<i>i.e. news, opinion, lead, transitions, editorializing, sensationalism</i>)</p> <p>Iowa Student Exercise of Free Expression</p>	<p>Write a news, feature, opinion and sports story.</p> <p>Write a lead.</p> <p>Conduct an interview.</p> <p>Seek truth and report it.</p> <p>Spot fake news and understand the difference between news and opinion online.</p> <p>Create a custom news feed that has a variety of sources.</p> <p>Take photos and write captions.</p> <p>Design a page layout.</p> <p>Edit photos.</p> <p>Post a story online and incorporate multimedia into the post.</p>	<p>W2 - W4 - L1 - W6 - LD2</p> <p>EE.W.11–12.4</p> <p>Produce writing that is appropriate to a particular task, purpose, and audience.</p> <p>EE.W.11–12.6</p> <p>Use technology, including the Internet, to produce, publish and update an individual or shared writing project.</p> <p>21.9–12.TL.1</p> <p>Essential Concept and/or Skill: <i>Demonstrate creative thinking, construct knowledge, and develop innovative products and processes using technology.</i></p> <p>21.9–12.TL.3</p> <p>Essential Concept and/or Skill: <i>Apply digital tools to gather, evaluate, and use information.</i></p> <p>21.9–12.HL.4</p> <p>Essential Concept and/or Skill: <i>Use media literacy skills to analyze media and other influences to</i></p>

			<p><i>effectively manage health risk situations and advocate for self and others.</i></p> <p><i>W.11–12.7</i></p> <p><i>Conduct short as well as more sustained research projects to answer a question (including a self-generated question) or solve a problem; narrow or broaden the inquiry when appropriate; synthesize multiple sources on the subject, demonstrating understanding of the subject under investigation.</i></p>
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COMMON ASSESSMENT
News or Sports Story

NEWSSTORYRUBRIC

	LEAD	TRANSITIONS & QUOTES	MAESTRO & ERRORS
A MASTERY	<p style="text-align: center;">Less than 50 words Describes an interesting event</p> <p style="text-align: center;">Answers the 5 Ws in lead or in the following nutgraph Uses conflicts and characters that draws the reader into the story</p>	<p style="text-align: center;">Story follows the quote transitional model New paragraph for quotes Quotes use opinions and show emotion 3rd Person Three sources - Student - Expert - Another Transitions flow into quotes The ending has a powerful quote</p>	<p style="text-align: center;">Story has been maestroed by an editor Free of spelling and grammatical errors Passes the newsworthy or why should I care test Scheduled to be posted online with Formatted 900x600 featured image multimedia content if possible</p>
C Proficient			
R Developing			

<h1>TIPS</h1>	<p><i>Find a great lead and try and write in its style. Shorter is better than longer. How would you tell your friend at their locker what is going on? Write for teens!</i></p>	<p><i>There are two kinds of stories. One where a reporter has gone to an event and has real photos/interviews and one that doesn't.</i></p>	<p><i>Ask questions so the writer can think about what needs to improve. Good enough is not good enough! #striveforgreatness</i></p>
<p>COMMON CORE POWER STANDARDS: W2 - W4 - L1 - W6 - LD2</p>	<p>LEAD GRADE:</p>	<p>Quotes and Transition Grade:</p>	<p>TOTAL GRADE:</p>