

Advanced Journalism

Curriculum Content Frameworks

Please note: All assessment questions will be taken from the knowledge portion of these frameworks.

Prepared by

Rachel Adamson, Nevada High School
Gloria Cain, Lake Hamilton High School
Lisa Byrd, Cutter Morning Star High School
Tana Floyd, Lake Hamilton High School
Dana Sumner, Hazen High School

Facilitated by

Karen Chisholm, Education & Instruction Manager
Lesia Edwards, Education and Instruction Coordinator
Office of Assessment and Curriculum
Arkansas Department of Career Education

Edited by

Ray Henson, Education & Instruction Manager
Barbara Lensing, Education & Instruction Coordinator
Dave Fisher, Education & Instruction Coordinator
Office of Career Guidance, Exploration and Preparation
Arkansas Department of Career Education

Disseminated by

Career and Technical Education
Office of Assessment and Curriculum
Arkansas Department of Career Education

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Advanced Journalism

Grade Levels: 11,12

Course Code: 493700 Lab Code: 493710

Prerequisite: Intermediate Journalism

Course Description: This independent production based program is designed to provide the advanced Journalism student with practical knowledge and highly advanced skills for a comprehensive career in Journalism.

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Unit 1: Peer Teaching

Hours: 15

Terminology: Ethics, Honesty, Integrity, Leadership, Management

CAREER and TECHNICAL SKILLS What the Student Should be Able to Do		ACADEMIC and WORKPLACE SKILLS What the Instruction Should Reinforce			
Knowledge	Application	Skill Group	Skill	Description	
1.1 Define terms	1.1.1 Use industry terms appropriately in context	Foundation	Reading	Applies and understands technical terms that pertain to journalism [1.3.6]	
1.2 Demonstrate ethical approaches in journalism	1.2.1 Apply ethics in daily activities	Personal Management	Integrity/Honesty/Work Ethic	Chooses ethical course of action in the workplace [3.2.1]	
1.3 Explain the duties of leadership positions as defined in the terms	1.3.1 Perform the duties of leadership positions	Interpersonal	Leadership	Comprehends ideas and concepts related to all levels of management in the journalism industry [2.3.2]	

Unit 2: Independent Projects

Hours: 75

Terminology: Brainstorm, Research

CAREER and TECHNICAL SKILLS What the Student Should be Able to Do		ACADEMIC and WORKPLACE SKILLS What the Instruction Should Reinforce			
Knowledge	Application	Skill Group	Skill	Description	
2.1 Define terms	2.1.1 Use industry terms appropriately in context	Foundation	Reading	Applies and understands technical terms that pertain to journalism [1.3.6]	
2.2 Identify organizational skills	2.2.1 Apply proper brainstorming techniques	Interpersonal	Teamwork	Contributes to group with ideas, suggestions, and effort [2.6.2]	
	2.2.2 Apply proper research techniques	Foundation	Reading	Uses appropriate materials and techniques obtained from research [1.3.20]	

Unit 3: Portfolio

Hours: 15

Terminology: Publishing software, Portfolio

CAREER and TECHNICAL SKILLS What the Student Should be Able to Do		ACADEMIC and WORKPLACE SKILLS What the Instruction Should Reinforce		
Knowledge	Application	Skill Group	Skill	Description
3.1 Define terms	3.1.1 Use industry terms appropriately in context	Foundation	Reading	Applies and understands technical terms that pertain to journalism [1.3.6]
3.2 Demonstrate use of evaluation techniques for selection of portfolio pieces	3.2.1 Choose selections for portfolios	Personal Management	Career Awareness, Development, and Mobility	Analyzes own knowledge, skill and ability as related to career advancement [3.1.2]
	3.2.2 Self-evaluation of all aspects of selected work	Personal Management	Self-Esteem	Develops self-confidence by creating a portfolio which promotes personal strengths and abilities [3.5.5]
3.3 Publish completed portfolio	3.3.1 Demonstrate knowledge of publishing software	Foundation	Science	Applies knowledge to complete a practical task [1.4.3]
	3.3.2 Present portfolio for public viewing	Foundation	Speaking	Uses verbal language and other cues such as body language appropriate in style, tone, and level of complexity to the audience and the occasion [1.5.14]

Unit 4: Workplace Skills Development

Hours: 15

Terminology: Appropriate dress, Attendance, Brainstorming, Career goals, Career path, Grooming, Leadership, Oral communications, Personal cleanliness, Teamwork, Timeliness, Work ethics, Written communications

CAREER and TECHNICAL SKILLS What the Student Should be Able to Do		ACADEMIC and WORKPLACE SKILLS What the Instruction Should Reinforce			
Knowledge	Application	Skill Group	Skill	Description	
4.1 Define terms	4.1.1 Use terms in context	Foundation	Reading	Applies and understands technical terms that pertain to the workplace [1.3.6]	
4.2 Identify interpersonal skills essential to workplace success	4.2.1 Discuss how timeliness and attendance relate to workplace success	Personal Management	Integrity/Honesty/Work Ethic	Describes desirable worker characteristics [3.2.3]	
	4.2.2 Discuss how appropriate dress and personal cleanliness relate to workplace success	Personal Management	Self-Esteem	Creates self-confidence and positive self-image through proper grooming [3.5.3]	
	4.2.3 Discuss how maintaining workplace cleanliness is important to workplace success	Thinking	Reasoning	Sees the relationship between two or more ideas, objects, or situations [4.5.5]	
	4.2.4 Discuss appropriate work ethics	Personal Management	Integrity/Honesty/Work Ethic	Describes/Explains significance of integrity, honesty, and work ethics [3.2.4]	
	4.2.5 Discuss communication, leadership, and teamwork skills essential to workplace success	Personal Management	Integrity/Honesty/Work Ethic	Describes desirable worker characteristics [3.2.3]	
	4.2.6 Demonstrate effective basic oral communication	Foundation	Speaking	Speaks effectively, using appropriate eye contact, gestures, and posture [1.5.11]	
	4.2.7 Demonstrate effective basic written communication	Foundation	Writing	Communicates thoughts, ideas, or facts in written form in a clear, concise manner [1.6.6]	
	4.2.8 Demonstrate the ability to make basics decisions regarding production	Thinking	Decision Making	Evaluates information/data to make best decision [4.2.5]	
	4.2.9 Demonstrate the ability to work effectively as a part of a team	Interpersonal Skills	Teamwork	Works effectively with others to reach a common goal [2.6.6]	

CAREER and TECHNICAL SKILLS What the Student Should be Able to Do			ACADEMIC and WORKPLACE SKILLS What the Instruction Should Reinforce		
Knowledge	Application	Skill Group	Skill	Description	
4.3 Identify basic resources commonly used in the journalism industry	4.3.1 Use brainstorming techniques to identify resources used in the production and delivery of a product	Interpersonal Skills	Teamwork	Contributes to group with ideas, suggestions, and effort [2.6.2]	
	4.3.2 Discuss how individual resources affect the production and delivery of a particular product	Thinking	Reasoning	Sees the relationship between two or more ideas, objects, or situations [4.5.5]	
	4.3.3 Discuss how timeliness of resource acquisition affects the production and delivery of a particular product	Thinking	Problem Solving	Demonstrates logical reasoning in reaching a conclusion [4.4.2]	
4.4 Explore career opportunities in the journalism industry	4.4.1 Use brainstorming techniques to identify careers associated with the journalism industry	Interpersonal Skills	Teamwork	Contributes to group with ideas, suggestions, and effort [2.6.2]	
	4.4.2 Discuss the knowledge, skills, and abilities (KSA) needed to be successful in at least three careers in journalism	Personal Management	Career Awareness, Development, and Mobility	Develops skills to locate, evaluate, and interpret career information [3.1.4]	
	4.4.3 Discuss the expected growth and potential income of at least three careers in the journalism industry	Personal Management	Career Awareness, Development, and Mobility	Develops skills to locate, evaluate, and interpret career information [3.1.4]	
	4.4.4 Discuss the process of establishing short and long-term career goals	Personal Management	Career Awareness, Development, and Mobility	Sets well-defined and realistic career goals [3.1.1]	
	4.4.5 Discuss a career path related to the journalism industry	Personal Management	Career Awareness, Development, and Mobility	Explores career opportunities [3.1.6]	
4.5 Identify workplace technology	4.5.1 Discuss the effect of advancing technology on the journalism industry	Thinking	Problem Solving	Draws conclusions from observations and gives possible solutions [4.4.5]	

Glossary

Unit 1: Peer Teaching

1. Ethics – a system or code of morals of a particular group or profession
2. Honesty – the quality of being truthful in all situations
3. Integrity – knowing right from wrong and consistently choosing to do the right way
4. Leadership – to be willing and able to assume the lead role at appropriate times
5. Management – to supervise people, programs, and departments for maximum efficiency and to reach set goals

Unit 2: Independent Projects

1. Brainstorming – a method of problem-solving in which members of a group contribute ideas spontaneously
2. Research – to carefully seek facts or truth about a topic
3. Script – a program committed to paper

Unit 3: Portfolio

1. Publishing software – computer program to produce, print, duplicate, market, and distribute production
2. Portfolio – a representation of a person's best work, samples that show ability and potential to future employers

Unit 4: Workplace Skills Development

1. Appropriate dress – appearance as dictated by your job
2. Attendance – to be at work when you are scheduled to be
3. Brainstorming – method of problem-solving where members of a group contribute ideas spontaneously
4. Career goals – educational or employment end points, success indications
5. Career path – training and education plans to secure employment in chosen fields
6. Grooming – to present a pleasant appearance of hair, skin, nails, etc.
7. Leadership – to assume a position of authority at appropriate times
8. Oral communication – to convey information effectively by speech
9. Personal cleanliness – to be neat, clean, well groomed
10. Teamwork – to work with others, to share ideas, and to help one another
11. Timeliness – to be on time and to use time efficiently
12. Work ethics – the accepted principles of right and wrong that govern the workplace
13. Written communications – to convey information effectively by text