

Fundamentals of Journalism

Curriculum Content Frameworks

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

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Fundamentals of Journalism

Grade Levels: 9, 10, 11, 12

Prerequisite:

Course Code: 493680

None

Course Description: Fundamentals of Journalism is the basic core course. It focuses on the knowledge and skills of Journalism. This course is designed to provide students with the knowledge and skills to determine a career course.

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Unit 1: The Journalism Workplace

Hours: 20

Terminology: Audience interest, Cultural aspects, Diversity, Ethical conduct, Modes of operation, Regional aspects, Terminology, Unethical Conduct

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 relating to the journalism workplace	1.1.1	Correctly use terms	Foundation	Writing	Applies/Uses technical words and concepts [1.6.4]
1.2	Identify career opportunities in journalism	1.2.1	Analyze and describe various jobs, responsibilities, and duties within the field	Personal Management	Career Awareness, Development and Mobility	Identifies education and training needed to achieve goals [3.1.8]
		1.2.2	Recall knowledge of journalistic history and its role in society	Foundation	Reading	Uses written resources (books, dictionaries, directories) to obtain factual information [1.3.23]
		1.2.3	Discuss cultural aspects, regional aspects, and diversity in audience	Interpersonal	Cultural Diversity	Respects others' personal values, cultures, and traditions [2.2.4]
1.3	Identify and determine writing processes used for various journalism purposes	1.3.1	Use terminology correctly	Foundation	Listening	Comprehends ideas and concepts related to the writing process [1.2.1]
					Reading	Applies/Understands technical words that pertain to subject [1.3.6]
					Speaking	Applies/Uses technical terms as appropriate to audience [1.5.2]
					Writing	Applies/Uses technical words and concepts [1.6.4]
1.3.2	Develop and verify sources from new information	Thinking	Decision Making	Generates options/alternatives [4.2.6]		
			Problem Solving	Devises and implements a plan of action to resolve problem [4.4.3]		

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
	1.3.3 Create written stories or print	Foundation	Writing	Uses language, style, organization, and format appropriate to subject matter, purpose, and audience [1.6.19]
		Thinking	Creative Thinking	Prepares presentation based on subject research, interviews, surveys [4.1.10]
	1.3.4 Create stories for various news writing styles	Foundation	Writing	Uses language, style, organization, and format appropriate to subject matter, purpose, and audience [1.6.19]
	1.3.5 Assess writing based on specific standards and criteria	Foundation	Reading	Evaluates written information for accuracy, appropriateness, and style [1.3.14]
1.4 Illustrate photos/graphics to support the development of stories	1.4.1 Evaluate how photos/graphics support the development of news stories	Thinking	Seeing Things in the Mind's Eye	Organizes and processes images-symbols, pictures, graphs, objects, etc. [4.6.2]
	1.4.2 Use appropriate technique and format to illustrate a story	Thinking	Creative Thinking	Develops visual aids to create audience interest [4.1.4]
			Seeing Things in the Mind's Eye	Imagines the flow of work activities from narrative descriptions [4.6.1]
1.5 Identify business issues related to journalism	1.5.1 Analyze the business and economic factors that influence print media	Personal Management	Organizational Effectiveness	Comprehends the organization's modes of operation [3.3.5]
	1.5.2 Create a marketing strategy to promote a product	Interpersonal	Customer Service	Works with customers to satisfy their expectations [2.3.9]
1.6 List and explain ethics and legal responsibilities associated with journalism	1.6.1 Cite examples of ethical/unethical conduct in writing, creating, and printing	Personal Management	Integrity/Honesty/Work Ethic	Describes/Explains significance of integrity, honesty, and work ethics [3.2.4]
	1.6.2 Identify laws pertaining to print media	Personal Management	Integrity/Honesty/Work Ethic	Describes/Explains significance of integrity, honesty, and work ethics [3.2.4]
	1.6.3 Apply research and knowledge of laws affecting print media	Personal Management	Integrity/Honesty/Work Ethic	Follows established rules, regulations, and policies [3.2.5]
			Knowing How to Learn	Uses available resources to apply new skills [4.3.6]

Unit 2: Writing Processes

Hours: 20

Terminology: Align, Conventions, Criteria, Enhance, Journalistic standards, Narrative description, Purpose, Reliable sources, Terminology, Writing process

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 relating to writing processes	2.1.1 Correctly use terms	Foundation	Writing	Applies/Uses technical words and concepts [1.6.4]	
2.2 Determine writing processes used for various journalism purposes	2.2.1 Use terms and format correctly	Foundation Skills	Listening	Comprehends ideas and concepts related to the writing process [1.2.1]	
			Reading	Applies/Understands technical words that pertain to subject [1.3.6]	
			Writing	Applies/Uses technical words and concepts [1.6.4]	
2.3 List and verify sources for news information	2.3.1 Seek and develop reliable sources for Interviewing and gathering of news	Thinking Skills	Decision Making	Generates options/alternatives [4.2.6]	
2.4 Identify written stories for print media	2.4.1 Write and present media stories using appropriate conventions and format	Foundation Skills	Writing	Uses language, style, organization and format appropriate to subject matter, purpose and audience [1.6.19]	
		Thinking Skills	Creative Thinking	Prepares presentation based on subject research, interviews, surveys [4.1.10]	
2.5 Identify stories for various news writing styles	2.5.1 Write stories using various news writing styles	Foundation Skills	Writing	Uses language, style, organization and format appropriate to subject matter, purpose and audience [1.6.19]	
2.6 Locate writing based on specific standards and criteria	2.6.1 Edit and assess writing using journalistic standards and criteria	Foundation Skills	Writing/Editing	Evaluates written information for accuracy, appropriateness, and style [1.3.14]	

Unit 3: Photo/Graphics

Hours: 20

Terminology: Enhance, Graphics, Illustrate, Images, Pictures, Symbols, Visual aids

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 relating to photos and graphics	3.1 Correctly use terms	Foundation	Writing	Applies/Uses technical words and concepts [1.6.4]
3.2 Identify photos/graphics with news stories	3.2.1 Utilize photos/graphics to support the development of stories	Thinking Skills	Seeing things in the mind's eye	Organizes and processes images – symbols, pictures, graphs, objects, etc. [4.6.2]
	3.2.2 Use appropriate technique and format to illustrate a story	Thinking Skills	Creative Thinking	Develops visual aids to create audience interest [4.1.4]
		Thinking Skills	Seeing Things in the Mind's Eye	Imagines the flow of work activities from narrative descriptions [4.6.1]
3.3 Illustrate news writings	3.3.1 Use appropriate technique and format to illustrate a story	Thinking Skills	Creative Thinking	Develops visual aids to create audience interest [4.1.4]
3.4 Describe appropriate graphics for narratives	3.4.1 Chose and align photos to enhance narratives	Thinking Skills	Seeing Things in the Mind's Eye	Imagines the flow of work activities from narrative descriptions [4.6.1]

Unit 4: Business Issues

Hours: 20

Terminology: Economic factors, Expectations, Honesty, Integrity, Marketing strategies, Promote, Work ethics

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 relating to business issues	4.1.1 Correctly use terms	Foundation	Writing	Applies/Uses technical words and concepts [1.6.4]	
4.2 Identify business issues related to journalism	4.2.1 Analyze the business and economic factors that influence print media	Organizational skills	Organizational effectiveness	Comprehends the organization's modes of operation [3.3.5]	
4.3 Identify and describe a marketing strategy to promote a product	4.3.1 Develop a business plan to market a product	Interpersonal Skills	Customer service	Works with customers to satisfy their expectations [2.3.9]	

Unit 5: Ethics/Legal Issues

Hours: 20

Terminology: Print media, Research, Significance, Written media

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	
5.1 Define terms relating to ethics and legal issues	5.1.1 Correctly use terms	Foundation	Writing	Applies/Uses technical words and concepts [1.6.4]	
5.2 Discuss ethics and legal responsibilities associated with journalism	5.2.1 Cite examples of ethical/unethical conduct in writing, creating and printing	Personal Management Skills	Integrity /Honesty/ Work Ethic	Describes/Explains significance of integrity, honesty and work ethics [3.2.4]	
5.3 Identify laws pertaining to print media	5.3.1 Produce publication pieces based on research and knowledge of laws affecting print media	Personal Management Skills	Integrity /Honesty/ Work Ethic	Writes displaying integrity, honesty, and good work ethics [3.2.5]	
5.4 Explain research and knowledge of laws affecting print media	5.4.1 Rewrite various written media pieces to fit legal restrictions	Personal Management Skills	Integrity/Honesty/ Work Ethic	Follows established rules, regulations and policies [3.2.5]	
			Knowing How to Learn	Uses available resources to apply new skills [4.3.6]	

Unit 6: Portfolio

Hours: 20

Terminology: Goal attainment, Interpersonal skills, 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	
6.1 Define terms relating to portfolios	6.1.1 Correctly use terms	Foundation	Writing	Applies/Uses technical words and concepts [1.6.4]	
6.2 Identify components of a student portfolio of his/her work	6.2.1 Develop a portfolio demonstrating knowledge of Interpersonal Skills, Personal Management Skills, and Thinking Skills	Personal management	Career Awareness, Development, and Mobility	Monitors progress toward goal attainment [3.1.10]	
6.3 Identify components necessary to maintain the improvement progress	6.3.1 Self-Evaluate portfolio by reflection sheets	Personal Management	Career Awareness, Development, and Mobility	Analyzes own knowledge, skills, and ability [3.1.2]	
6.4 Illustrate a current portfolio	6.4.1 Monitor and replace work to maintain an up-to-date portfolio	Decision Making	Organizational Skills	Analyzes own produced works to maintain best, most current portfolio possible [3.1.2]	

Glossary

Unit 1: The Journalism Workplace

1. Audience interest – of interest to the people targeted to receive your publications
2. Cultural aspects – monetary, background, regional and national origin of the targeted audience
3. Diversity – a variety and healthy difference among a group of people
4. Ethical conduct – a manner of behaving that follows the morals and laws of a given area and people
5. Format – a plan for the organization and production of a certain product
6. Modes of operation – standard methods that a business chooses as their rules of doing business
7. Regional aspects – of, pertaining to, or from a large geographical area
8. Terminology – words used in a certain business setting and used in a way unique to that business
9. Unethical conduct – a manner of behaving that goes opposite the morals and laws of a given area and people

Unit 2: Writing Processes

1. Align – to arrange in a certain order
2. Conventions – certain accepted practices and attitudes
3. Criteria – standard rules on which judgments or decisions are based
4. Enhance – to make better or greater than the original
5. Journalistic standards – the basic set of rules which create a code for journalism
6. Narrative description – a description told in a conversational form
7. Purpose – a goal or reason
8. Reliable sources – news sources that can be considered accurate
9. Terminology – words and terms used in journalism
10. Writing process – writing, editing, and rewriting to produce the best product

Unit 3: Photo/Graphics

1. Enhance – to improve or make better
2. Graphics – line drawings that make pictures
3. Illustrate – the addition of photos or drawings to enhance a written piece
4. Images – photos
5. Pictures – photographic images
6. Symbols – something that represents something else
7. Visual aids – graphics, charts, etc. that aid in the understanding of written or spoken material

Unit 4: Business Issues

1. Economic factors – business factors having to do with money issues
2. Expectations – projected business outcomes
3. Honesty – handling business relationships in a fair and upright manner
4. Integrity – rigid adherence to a code of behavior
5. Marketing strategies – business plan to market a product
6. Promote – to bring the public's attention to a business or product
7. Work ethics – a system of good work behavior

Unit 5: Ethics/Legal Issues

1. Print media – the industry that prints and distributes news through newspapers and magazines
2. Research – the investigation of matter
3. Significance – the quality of conveying, implying, or being important
4. Written media – all forms of communication by text

Unit 6: Portfolio

1. Goal attainment – reaching the level of achievement that you have set for yourself
2. Interpersonal skills – working well with others
3. Portfolio – a collection of one's produced work