



## **JOURNALISM II/III GRADES 11 AND 12**

*Counselors are available to assist parents and students with course selections and career planning. Parents may arrange to meet with the counselor by calling the school's guidance department.*

### **COURSE DESCRIPTION**

The course offers students practical experience in print media. Students apply and refine the principles learned in Journalism I by producing the school newspaper. Students participate in all phases of production: write and edit in journalistic format; design and lay out advertising; edit and lay out copy; and take, develop, and print photographs.

The students must be committed to deadlines and be willing to take initiative and responsibility. Instructional advice is available at all times to support the journalists, but each student bears the personal responsibility for understanding and being faithful to the laws and technical issues that affect journalists.

### **PREREQUISITE**

Journalism I

### **OPTIONS FOR NEXT COURSE**

Journalism III (for students of Journalism II)

### **REQUIRED STUDENT TEXTBOOK**

*News Reporting and Writing*, Tenth Edition, Melvin Mencher

### **READING SELECTIONS**

Newspapers and magazines from other schools in the city, state, and nation

### **THE KNOWLEDGE, SKILLS, AND ATTITUDES THAT COMPRISE THE JOURNALISM II COURSE ARE SUMMARIZED AS FOLLOWS FROM THE CURRICULUM:**

#### **SKILLS AND CONCEPTS**

- Participating in planning the content and tone of a publication
- Producing the publication
- Demonstrating proficiency in a variety of journalistic writing
- Demonstrating good design techniques
- Evaluating journalistic products
- Demonstrating proficiency in interviewing
- Writing articles based on research (interviews, library research, polls, surveys, consumer reports)
- Copyreading and proofreading accurately

## **THE OBJECTIVES FOR THE COURSE FOLLOW.**

- 1.1 Indicate familiarity with the history and the legal and ethical aspects of journalism (SOL J.13)**
  - 1.1.1 Understand the concepts applicable to laws and ethics governing the press
  - 1.1.2 Trace the historical highlights of the modern newspaper and the restrictions applied to each stage of its evolution
- 1.2 Learn the role of mass communication within our society and the world (SOLs J.2, J.12)**
  - 1.2.1 Understand why mass communication is important to modern living
  - 1.2.2 Recognize how news is presented through the mass media, especially by means of newscasts, news magazines, newspapers, radio, and television
  - 1.2.3 Recognize the place of school newspapers within news media
  - 1.2.4 Distinguish biased from objective print and broadcast reportage
- 1.3 Demonstrate proficiency in a variety of journalistic writing styles (SOLs J.1, J.2, J.5)**
  - 1.3.1 Develop skills in news gathering
  - 1.3.2 Cultivate awareness of audience and purpose
  - 1.3.3 Write straight news articles, features, editorials, and commentaries consistent with journalistic standards
  - 1.3.4 Provide focus with appropriate captions and headlines
- 1.4 Write articles based on a number of research sources (SOLs, J.6, J.7)**
  - 1.4.1 Perform library research successfully
  - 1.4.2 Demonstrate proficiency in interviewing
  - 1.4.3 Conduct and analyze surveys and polls for conclusions of significance
  - 1.4.4 Summarize findings from published surveys and consumer reports
- 1.5 Demonstrate proficiency in editing (SOLs, J.8, J.9)**
  - 1.5.1 Edit for purpose, fairness, accuracy, balance, and space
  - 1.5.2 Edit for intended audience
  - 1.5.3 Read copy for errors in mechanics and syntax, using correctly copyreader's and proofreader's symbols
- 1.6 Achieve consistency of tone with good design and planning techniques (SOLs, J.3, J.4)**
  - 1.6.1 Analyze and evaluate designs of advertisements, magazines, and newspapers
  - 1.6.2 Create page and advertising designs
- 1.7 Explain or demonstrate business management procedures relevant to journalism (SOL J.11)**
  - 1.7.1 Analyze the relationship between journalism and advertising
  - 1.7.2 Organize and implement circulation and distribution
  - 1.7.3 Evaluate the product
- 1.8 Familiarize themselves with available resources pertaining to computer software, photography, and other technology which enhance production and increase the impact of the publication (SOLs J.10, J.16)**
  - 1.8.1 Use available computer software and other technology in production of the publication
  - 1.8.2 Use available photographic equipment in production of the publication
- 1.9 Apply journalistic skills to other content work and apply other content skills to journalism (SOL J.15)**
  - 1.9.1 Write letters-to-the-editor for social studies
  - 1.9.2 Use inverted pyramid style for English themes
  - 1.9.3 Use editing, critical revising, and close reading skills for/from English
  - 1.9.4 Use layout design and copy for other school publications (yearbook, literary magazine)
  - 1.9.5 Word process stories from business and computer courses
  - 1.9.6 Use graphic design skills acquired in art class



# **VIRGINIA BEACH CITY PUBLIC SCHOOLS**

A H E A D O F T H E C U R V E

## **MISSION STATEMENT**

**The Virginia Beach City Public Schools, in partnership with the entire community, will empower every student to become a life-long learner who is a responsible, productive and engaged citizen within the global community.**

## **DEPARTMENT OF CURRICULUM AND INSTRUCTION**

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**Virginia Beach, VA 23456-0038**

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Alternative formats of this publication which may include taped, Braille, or large print materials are available upon request for individuals with disabilities. Call or write The Department of Curriculum and Instruction, Director of Secondary Instructional Services, Virginia Beach City Public Schools, 2512 George Mason Drive, P.O. Box 6038, Virginia Beach, VA 23456-0038, Telephone (757) 263-1070 or (757) 263-1429, fax (757) 263-1412.