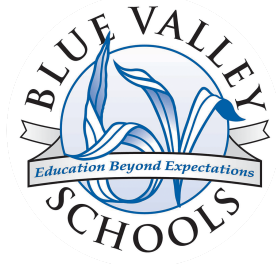


21st Century Journalism



UNIT 1: Role of Journalism (A wrap-around introductory and culminating unit)

ESSENTIAL QUESTIONS

What is the role of journalism in society?
What is my role as a journalist?

BIG IDEAS

Student journalists will:

- understand that journalism provides information essential for citizens in a democracy to make informed decisions.
- examine the importance of truth and credibility in journalism.
- explore opportunities and reflect on their own personal growth related to journalism and civic engagement.

GUIDING QUESTIONS

Content

- What does journalism provide that contributes to our society, government, personal lives?
- What skills and attributes are important to a journalist?
- What career opportunities are related to journalism? What journalism skills are transferable to other career fields?

Process

- Why is truth, integrity, and professional reputation important in journalism?
- How do journalists ensure that their information is true and credible?
- How does journalism relate to civic engagement (addressing issues of public concern)?

Reflective

- Why is journalism important in my life? How has it impacted my perspective?
- What have I discovered to be my own strengths and interests related to journalism? Related to issues of public concern?
- How might I use the skills I've developed in this course to make a positive difference in my own life and/or the lives of others?
- How do the products I've created in this course provide evidence of the skills I've developed? How can these skills position me for future opportunities?

UNIT 2: Law and Ethics

ESSENTIAL QUESTIONS

How do laws and ethics affect journalists?

BIG IDEAS

Student journalists will understand that:

- Journalists have ethical responsibilities.
- Court cases have implications that regulate student press.
- Law and Ethics lay a foundation for all of the other activities in this and future publication classes.

GUIDING QUESTIONS

Content

- What are the functions of a journalist?
- What are the principles of ethical journalism?
- What is the role of a school publication?
- What are the areas of unprotected speech?
- What key cases affect high school journalism?

Process

- Explain an example of a model of ethical decision making?
- How does a journalist make journalistically ethical decisions?
- What is the relationship between federal and state laws?
- How do publication policies impact journalists' use of social medias?
- How might a journalist's identity, professional reputation and social media reputation impact the credibility and impact of their writing?

Reflective

- Why might something a journalists writes be censored?
- What is my ethical responsibility as a student journalist?
- What are some examples of responsible uses of social networking for promotional, reference and instructional services?

UNIT 3: Narrative Storytelling

ESSENTIAL QUESTIONS

How does a journalist tell a story?

BIG IDEAS

Student journalists will understand and apply:

- core concepts in journalistic storytelling
- technical skills that are essential to media communications

GUIDING QUESTIONS

This course includes a variety of projects for a given purpose and audience, such as news story, feature story, sports story and editorial. The skill stands in Units 3 and 4 are woven together as students complete each project..

Content

- What are the six news elements?
- What is a beat?
- What is the interview process?
- What are four types of sources?
- What are the elements of a good interview?
- What are various lead writing techniques?
- What are the various story structures?
- What are the different types of quotes?
- What are the acceptable standards for grammar, mechanics and word usage?
- What characteristics are present in each of the following journalistic writings: news; feature; sports?
- What are the various types/functions of editorial material?
- What proofreading strategies can assist in finding and correcting errors?

Process

- How can story ideas be found?
- How can ideas be vetted to determine what readers want?
- How can news judgment be applied to prioritize and make decisions about stories?
- How does a journalist conduct research and locate sources?
- How can I determine what makes a good source?
- How does a journalist conduct a skillful interview?
- How can I use information from an interviews to craft follow-up questions and gain more information?

Reflective

- How have I interpreted and used notes from interviews to tell a story?
- Why is it important for journalists to use of the writing process include prewriting, drafting, revising and editing?
- How have I demonstrate tact and professionalism when critiquing others' work?

UNIT 4: Design and Aesthetics

ESSENTIAL QUESTIONS

How do journalists present information for impact and aesthetic appeal?

BIG IDEAS

Student journalists will understand and apply:

- the design process in the creation of journalistic products.
- basic design principles and concepts
- technical skills essential to media communications

GUIDING QUESTIONS

This course includes a variety of projects for a given purpose and audience, such as news story, feature story, sports story and editorial. Units 3 and 4 are strands that are woven together as students complete each project. The questions below will guide students in applying design skills as they relate to each project.

Content

- What design principles can be leveraged to increase the impact and clarity of communication?
- What applications are best suited for:
 - Creating publications?
 - Editing photographs?
 - Creating graphics?

Process

- How can technology be leveraged to increase audience appeal and message impact?
- How can photographs, graphics, charts, graphs and media be used to enhance the message?
- How can files be organized and managed for a smooth workflow and utilization in multiple applications?

Reflective

- How did the technology tools (i.e., Illustrator, InDesign, Photoshop) that I selected for my project help me accomplish my purpose?
- How did I design and communicate my information for the greatest audience appeal or impact?