

COURSE PROFICIENCY OUTLINE

JOURNALISM II - 2135

College Prep

Purpose

5 Credits

Journalism II is designed for those students who have successfully completed Journalism I and want to take a more active role in the publication of the school newspaper. Some of these students will assume the responsible positions that are necessary for the successful operation of any publication. Included in these positions are the following editors: Editor-in-Chief, managing or production editor, page editors, copy editor, exchange editor, circulation manager, art editor, business manager, and advertising manager. In addition, other students will contribute many of the news stories, features, columns, and editorials that comprise the newspaper copy. Although the publishing of the paper each month will be the primary task of Journalism II students, such areas as the school paper in the community and careers in the journalism field will be explored. Much of the publishing process will be done through a classroom computer, printer, and accompanying software. Computer labs in the buildings will also be utilized. All English courses are aligned to and focus on the skills and strands as listed in the NJCCC Standards.

I. Student Outcomes 3.1, 3.2, 3.3, 3.4, 3.5

- A. Students will learn the basic writing techniques used in the four major areas of a newspaper: News reporting, feature, editorial, and sports writing.
- B. Students will learn to develop their skills of observation and awareness by reporting events and topics that require description and interpretation.
- C. Students will learn effective interviewing techniques, which will enable them to improve their information - gathering skills, including note taking, and help develop their confidence in face-to-face interviews.
- D. Students will learn leadership skills by working as editors and teamwork by working in a group, which shares tools, ideas, and skills.
- E. Students will learn to be aware of current events by discussions of daily events that affect them locally, nationally, and internationally.
- F. Students will learn the place of a free press in a free society and why the freedoms granted to speech and the press occurs in the First Amendment.
- G. Students will learn to be intelligent consumers of the mass media in an era when media messages of all varieties and quantities cry for their attention and discrimination.
- H. Students will learn the elements of photography, layout and design, and advertising beyond their journalism writing skills through a classroom computer.
- I. Students will learn the career opportunities available in the field of journalism.
- J. Students will produce at least seven issues of the school newspaper working in all areas: Writing, copy reading, editing, writing headlines and captions, taking photos and selecting pictures, creating layout, proof-reading galleys, and composing the final newspaper. Much of this work will be done on a classroom computer and printer, and accompanying software. Computer labs in the building will also be utilized.
- K. Students will utilize technology for literary tasks that will ultimately facilitate reading comprehension, and enhance vocabulary development and word processing.

II. Content 3.1, 3.2, 3.5

- A. General review of the essential rules in writing, editing, headlining, layout, etc., should begin soon after the selection of editors and other important positions for the newspaper staff.
The following topics will be covered:
 - 1. Steps in writing the news lead and the body of the story
 - 2. Newspaper style
 - 3. Various features including personality stories, columns and editorials
 - 4. Copy reading and proofreading
 - 5. Headlining
 - 6. Layout
 - 7. Advertising
- B. School Paper in the Community
 - 1. The public relations of the school paper
 - 2. The importance of student attitudes toward adults in the community
 - 3. Community support of the school
 - 4. Advertising as a link between the school and community
 - 5. An interpretation and explanation of major school and community problems
- C. Career Opportunities in the Field of Journalism
 - 1. Newspapers and magazines (daily, weekly)
 - 2. Television and radio
 - 3. The wire services
 - 4. Advertising
 - 5. Technical writing
 - 6. Free-lance writing

III. Activities and Materials

- A. Text - Journalism Today
- B. Class Work
 - 1. Lectures, discussions, field trips, writing workshops, and regular tests and quizzes will be utilized.
 - 2. Journalistic skills of writing, note-taking, listening, and analytical thinking will be stressed.
 - 3. Computer utilization
- C. Assignments
 - 1. Readings - text and other sources
 - 2. Written articles and assignments
 - 3. Oral reports

IV. Evaluation

- A. Students are expected to attend all classes according to the attendance policy of Toms River Schools.
- B. Students will be expected to complete tests and quizzes successfully including a comprehensive final exam/or project.
- C. Students will be expected to complete all homework and class work assignments.
- D. Students will be expected to complete activities involving writing headlines, leads, news stories, columns, using journalistic style, etc.
- E. Students will be expected to complete projects such as stories, layouts, and headlines for regular publication of the school newspaper.

- F. Students will be expected to participate in class when asked to do so.
- G. Students are required to make up all assignments due to absence within a reasonable amount of time.
- H. Students will be expected to bring text, pencil, notebook, and other material given to them in class.
- I. Students will be expected to complete tests and quizzes successfully including a comprehensive final examination/project.
- J. The final grade a student receives represents the teacher's professional judgment of the student's performance in all of the activities and requirements listed in the proficiency outline for the course coupled with the above evaluation methods.
- K. Students are required to demonstrate academic honesty and integrity in all written work.

Revised: September 2008