

**Brookings School District 5-1  
Journalism Curriculum  
2010**

<b>Unit 1: Becoming a Journalist: What is news? Where do you find it? What is ethical reporting?</b>				
<b>Resources:</b>	<b>Learning Target(s)</b>	<b>Assessment:</b>	<b>First Semester</b>	<b>Second Semester</b>
<p><i>Glencoe's Journalism Matters; The Brookings Register; The New York Times Online</i></p> <p><i>Chapter 1: Community Voices</i></p>	<ul style="list-style-type: none"> <li>• discuss how journalism can contribute to a sense of community,</li> <li>• identify the roles and responsibilities of journalists,</li> <li>• discuss why valuing diversity makes journalistic efforts stronger.</li> </ul>	<p><b>Written essay and objective test; worksheets for reinforcement.</b></p>	<p><b>Aug.- Sept.</b></p>	
<p><i>Glencoe's Journalism Matters; The Brookings Register; The New York Times Online</i></p> <p><i>Chapter 2: Making Ethical Choices</i></p>	<ul style="list-style-type: none"> <li>• discuss the three major Supreme Court cases affecting free speech in school,</li> <li>• explain the important points contained in a professional code of ethics for journalists,</li> <li>• list some of the policies and procedures students can use within their schools to help protect their right to a free press.</li> </ul>	<p><b>Written essay and objective test; worksheets for reinforcement.</b></p>	<p><b>Aug.- Sept.</b></p>	
<p><i>Glencoe's Journalism Matters; The Brookings Register; The New York Times Online</i></p> <p><i>Chapter 3: What is News?</i></p>	<ul style="list-style-type: none"> <li>• define news, and explain its characteristics,</li> <li>• identify characteristics that make a story newsworthy,</li> <li>• recognize other factors that influence news,</li> <li>• find story ideas.</li> </ul>	<p><b>Written essay and objective test; worksheets for reinforcement.</b></p>	<p><b>Aug.- Sept.</b></p>	

<b>Unit 2: Gathering the News</b>				
<b>Resources:</b>	<b>Standard(s):</b> • <b>Learning Target(s)</b>	<b>Assessment:</b>	<b>First Semester</b>	<b>Second Semester</b>
<p><i>Glencoe’s Journalism Matters; The Brookings Register; The New York Times Online</i></p> <p><i>Chapter 4: Finding Sources</i></p>	<ul style="list-style-type: none"> <li>• cover beats, such as club meetings, student council meetings and school organization activities,</li> <li>• collect written information and incorporate it into a news story,</li> <li>• verify and protect human sources for a news story.</li> </ul>	<p><b>Notes from covered meeting;</b></p> <p><b>Objective test; worksheets for reinforcement.</b></p>	<b>Sept.</b>	<b>Jan.-May</b>
<p><i>Glencoe’s Journalism Matters; The Brookings Register; The New York Times Online</i></p> <p><i>Chapter 5: Interviewing</i></p>	<ul style="list-style-type: none"> <li>• plan and set up an interview,</li> <li>• research background information about the interview subject,</li> <li>• write appropriate questions for interviews,</li> <li>• take notes efficiently,</li> <li>• conduct an interview,</li> <li>• participate in a special interviews (limited availability – perhaps speaker at SDSU.)</li> </ul>	<p><b>Written interview questions.</b></p> <p><b>Transcribed and recorded interview.</b></p> <p><b>Objective test; worksheets for reinforcement.</b></p>	<b>Sept.</b>	<b>Jan.-May</b>

<b>Unit 3: Writing the News</b>				
<b>Resources:</b>	<b>Standard(s):</b> • <b>Learning Target(s)</b>	<b>Assessment:</b>	<b>First Semester</b>	<b>Second Semester</b>
<p><i>Glencoe’s Journalism Matters; The Brookings Register; The New York Times Online</i></p> <p><i>Chapter 6: Writing a News Story</i></p>	<ul style="list-style-type: none"> <li>• identify the types of news leads and their elements,</li> <li>• write news leads,</li> <li>• organize news stories,</li> <li>• be accurate and objective,</li> <li>• use third person point of view,</li> <li>• use sentence length and structure that are appropriate for journalistic writing,</li> <li>• use transitions.</li> </ul>	<b>Writing of Stories; Objective Test; Supporting Worksheets</b>	<b>Sept. – Nov.</b>	<b>Jan.-May</b>
<p><i>Glencoe’s Journalism Matters; The Brookings Register; The New York Times Online</i></p> <p><i>Chapter 7: Writing with Quotations</i></p>	<ul style="list-style-type: none"> <li>• recognize and use different types of quotations,</li> <li>• choose and place meaningful quotations,</li> <li>• correctly punctuate quotations,</li> <li>• use quotations in graphics,</li> <li>• define and use appropriate attribution,</li> <li>• use attributive verbs.</li> </ul>	<b>Writing of Stories; Objective Test; Supporting Worksheets</b>	<b>Sept. – Nov.</b>	<b>Jan.-May</b>
<p><i>Glencoe’s Journalism Matters; The Brookings Register; The New York Times Online</i></p> <p><i>Chapter 8: Using Journalistic Style</i></p>	<ul style="list-style-type: none"> <li>• understand style and use stylebooks,</li> <li>• edit copy for journalistic style,</li> <li>• choose bias-free language,</li> <li>• format copy,</li> <li>• use copyediting symbols.</li> </ul>	<b>Writing of Stories; Objective Test; Supporting Worksheets</b>	<b>Sept. – Nov.</b>	<b>Jan.-May</b>
<p><i>Glencoe’s Journalism Matters; The Brookings Register; The New York Times Online</i></p> <p><i>Chapter 9: In-depth Reporting</i></p>	<ul style="list-style-type: none"> <li>• find ideas for in-depth and investigative stories,</li> <li>• expand and enhance your interviewing and news-gathering techniques,</li> <li>• build longer stories using a variety of</li> </ul>	<b>Writing of Stories; Objective Test; Supporting Worksheets</b>	<b>Sept. – Nov.</b>	<b>Jan.-May</b>

	methods other than the inverted pyramid.			
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<b>Unit 4: Production of the News</b>				
<b>Resources:</b>	<b>Learning Target(s)</b>	<b>Assessment:</b>	<b>First Semester</b>	<b>Second Semester</b>
<p><i>Glencoe's Journalism Matters; The Brookings Register; The New York Times Online</i></p> <p><i>Chapter 14: Photojournalism</i></p>	<ul style="list-style-type: none"> <li>• compose a photograph for maximum impact,</li> <li>• adjust a camera's shutter speed and aperture to take a correctly exposed photograph,</li> <li>• crop and size a photograph,</li> <li>• write a cutline.</li> </ul>	<p><b>Writing; Objective Tests; Worksheets</b></p>	<p><b>Oct.-Nov.</b></p>	<p><b>Jan.-May</b></p>
<p><i>Glencoe's Journalism Matters; The Brookings Register; The New York Times Online</i></p> <p><i>Chapter 16: Typography, Headlines, Infographics</i></p>	<ul style="list-style-type: none"> <li>• identify the two major type families,</li> <li>• use good typography to make a publication more readable,</li> <li>• create five different kinds of headlines,</li> <li>• design an infographic.</li> </ul>	<p><b>Writing; Objective Tests; Worksheets</b></p>	<p><b>Oct.-Nov.</b></p>	<p><b>Jan.-May</b></p>
<p><i>Glencoe's Journalism Matters; The Brookings Register; The New York Times Online</i></p> <p><i>Chapter 15: Newspaper Design</i></p>	<ul style="list-style-type: none"> <li>• use the correct terminology for design techniques,</li> <li>• draw a dummy for a newspaper page,</li> <li>• modify stories by stretching and shrinking them to fit.</li> </ul>	<p><b>Writing; Objective Tests; Worksheets</b></p>	<p><b>Oct.-Nov.</b></p>	<p><b>Jan.-May</b></p>

<b>Unit 5: Writing Features</b>				
<b>Resources:</b>	<b>Learning Target(s)</b>	<b>Assessment:</b>	<b>First Semester</b>	<b>Second Semester</b>
<p><i>Glencoe’s Journalism Matters; The Brookings Register; The New York Times Online</i></p> <p><i>Chapter 10: Writing Features</i></p>	<ul style="list-style-type: none"> <li>• describe the special characteristics of a feature story,</li> <li>• list ideas that could be developed into feature stories,</li> <li>• explain the importance of organization in the writing process,</li> <li>• write a polished feature story for publication or production.</li> </ul>	<b>Writing; Objective Tests; and supporting worksheets</b>	<b>Nov.- Dec.</b>	
<p><i>Glencoe’s Journalism Matters; The Brookings Register; The New York Times Online</i></p> <p><i>Chapter 11: Editorials</i></p>	<ul style="list-style-type: none"> <li>• explain the importance of editorials in contributing to community conversation,</li> <li>• write editorials that explain, evaluate or persuade,</li> <li>• understand the role of editorial cartoons.</li> </ul>	<b>Writing; Objective Tests; and supporting worksheets</b>	<b>Nov.- Dec.</b>	
<p><i>Glencoe’s Journalism Matters; The Brookings Register; The New York Times Online</i></p> <p><i>Chapter 12: Column Writing and Reviewing</i></p>	<ul style="list-style-type: none"> <li>• describe the different types of columns, including the various features of columns,</li> <li>• review a current school production, film, video, book or album,</li> <li>• create ideas that could be used in a column,</li> <li>• write a column for publication.</li> </ul>	<b>Writing; Objective Tests; and supporting worksheets</b>	<b>Nov.- Dec.</b>	
<p><i>Glencoe’s Journalism Matters; The Brookings Register; The New York Times Online</i></p> <p><i>Chapter 13: Sports Writing</i></p>	<ul style="list-style-type: none"> <li>• understand the importance of backgrounding to a sportswriter,</li> <li>• list the essential facts to include in an advance,</li> <li>• explain a sportswriter’s responsibilities in covering a •</li> <li>• understand the importance of backgrounding to a sportswriter,</li> </ul>	<b>Writing; Objective Tests; and supporting worksheets</b>	<b>Nov.- Dec.</b>	

	<ul style="list-style-type: none"> <li>• list the essential facts to include in an advance,</li> <li>• explain a sportswriter's responsibilities in covering a game,</li> <li>• write a sports story without jargon or clichés.</li> </ul>			
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<b>Unit 6: Public Relations</b>				
<b>Resources:</b>	<b>Learning Target(s)</b>	<b>Assessment:</b>	<b>First Semester</b>	<b>Second Semester</b>
<p><i>Glencoe's Journalism Matters; The Brookings Register; The New York Times Online</i></p> <p><i>Chapter 21: Public Relations</i></p>	<ul style="list-style-type: none"> <li>• define public relations,</li> <li>• understand what is involved in a public relations career,</li> <li>• recognize the technical skills needed for a public relations career,</li> <li>• apply public relations concepts to individual situations,</li> <li>• write in public relations formats.</li> </ul>	<p><b>Writing; Objective Tests; Worksheets; Project – Newsletter</b></p>	<p><b>Apr.- May</b></p>	