Journalism

Grade 9, 10, 11, or 12

Prerequisite: None

Credit Value: 5

ABSTRACT

The Journalism course includes the history and practice of journalism through the evaluation of past and present issues and events. Listening, speaking, reading, and writing skills are employed as students evaluate information, discuss ethics and morality in the media, and apply the effective use of the English language as a tool to inform and motivate a target audience. Practical experience enables students to develop advanced language skills and to produce personal examples of journalistic writing.

Adopted by the Somerville Board of Education on July 25, 2017
### SOMERVILLE PUBLIC SCHOOLS

**Journalism**  
Grade 9, 10, 11, or 12

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<th>Month/Marking Period</th>
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**Essential Question:** How does the historical development of ethics in the media affect today’s journalists?  
How does the use of diverse styles and writing genres increase reader interest in a publication?  
What are the necessary components of effective newspaper advertising?

**Content:**  
**History of Journalism:** “Ethics” in the Media  
**Interview Skills/News Leads**  
**Feature Articles**  
**Marketing Strategies**

**Skills and Topics:**  
- **identify key terms relating to the development of journalism in the United States**  
- **discuss the history of journalism during the last century**  
- **evaluate the influence of historical events on the development of modern journalism (e.g., political news, tabloid, “yellow journalism”)**  
- **determine criteria for the assessment of print media (e.g., accuracy, appeal, impartiality)**  
- **compare and contrast newspaper articles for content, analysis, and point of view using the established criteria**  
- **evaluate diction, impartiality, and presentation of journalistic writing techniques over time from a variety of print articles (e.g., news items, editorials, sports columns)**  
- **identify print features relating to the composition of news articles (e.g., effective headline, lead sentence, supporting evidence, satisfying conclusion)**  
- **examine a variety of news articles for the critical elements of news**  
- **evaluate the effectiveness of news leads and apply to original articles**  
- **demonstrate the ability to edit and improve news leads to attract readers’ attention**  
- **employ criteria for effectiveness in editing news articles using a scoring rubric**  
- **apply research techniques to gather background information for a news article**  
- **assess and utilize essential information to compose a news article**  
- **add graphics to original articles**  
- **classify print articles according to style and genre**  
- **compare and contrast the content and style among diverse feature articles (e.g., editorials, lifestyles, sports)**  
- **establish criteria for the development of various feature articles**  
- **create a variety of representational articles using the established criteria**  
- **submit pertinent articles for inclusion in local publications**  
- **identify key advertising terms (e.g., guarantees and warranties, loss leader, substantiation, truth in advertising)**  
- **examine the financial structure of a newspaper corporation**  
- **create a product to be marketed using print advertising strategies**  
- **identify the target audience and an appropriate marketing campaign**  
- **assess marketing strategies necessary to attract a target audience**  
- **devise marketing tools (e.g., posters, slogans, visual representations) appropriate to a target audience**  
- **collaborate to present a mock marketing plan using a created product**
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<td><strong>Skills and Topics:</strong></td>
<td>• synthesize journalistic styles in the creation of individual and group writings and presentations</td>
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<td><strong>Writing:</strong></td>
<td>Open-ended responses, compositions, journal writing, essays, original articles, creative responses</td>
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<td><strong>Formative Assessments:</strong></td>
<td>Class discussions, student participation, teacher observations, assessments, writing samples, Valkyrie, journals, oral reading, research project, projects, scoring rubric</td>
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<td><strong>Summative Assessments:</strong></td>
<td>Quizzes, tests, authentic assessments, midterm examination, final examination</td>
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<td><strong>Performance Assessments:</strong></td>
<td>Presentations, authentic assessments, original articles, posters, layout projects</td>
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| **Interdisciplinary Connections:** | Science: 5.1.12.A.2, 5.1.12.B.3, 5.1.12.C.1-2  
World Language: 7.1.AL.A.3  
21st Century Life/Careers: 9.2.12.C.3,4.5,7,8,9  
CRP 1,4,5,8,9,12 |                                                                        |                                                                                   |                                                                                  |
| **21st Century Themes:** | ☒ Global Awareness ☒ Civic Literacy  
☒ Financial, Economic, Business, and Entrepreneurial Literacy ☒ Health Literacy |
| **21st Century Skills:** | ☒ Creativity and Innovation ☒ Media Literacy ☒ Critical Thinking and Problem Solving ☒ Life and Career Skills  
☒ Information and Communication Technologies Literacy ☒ Communication and Collaboration ☒ Information Literacy |
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<td>Careers:</td>
<td>Applicable career options are discussed as they arise throughout the English language arts program. Career options include, but are not limited to, the following career clusters: Arts, A/V Technology, and Communications Career Cluster; Business, Management, and Administration Career Cluster; Education and Training Career Cluster; Finance Career Cluster; Government and Public Administration Career Cluster; Health Science Career Cluster; Hospitality and Tourism Career Cluster; Human Services Career Cluster; Marketing Career Cluster.</td>
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*2016 NJSLS

RL: Reading Literature  N: Real Number System
RI: Reading Informational Text  A: Algebra
W: Writing  F: Functions
SL: Speaking and Listening  G: Geometry
L: Language  S: Statistics and Probability
MD: Measurement and Data
Journalism
Course Requirements

Grade: 9, 10, 11, or 12
Prerequisite: None
Credit Value: 5
Length of Course: Academic Year

Course Description

The Journalism course includes the history and practice of journalism through the evaluation of past and present issues and events. Listening, speaking, reading, and writing skills are employed as students evaluate information, discuss ethics and morality in the media, and apply the effective use of the English language as a tool to inform and motivate a target audience. Practical experience enables students to develop advanced language skills and to produce personal examples of journalistic writing.

Course Content

This course will consist of the following units of study:
- History of Journalism: “Ethics” in the Media
- Interview Skills and News Leads
- Feature Articles
- Marketing Strategies

Course Objectives

The student will demonstrate the ability to answer in detail the following essential questions:
- How does the historical development of ethics in the media affect today’s journalists?
- What elements contribute to writing an effective news article?
- How does the use of diverse styles and writing genres increase reader interest in a publication?
- What are the necessary components of effective newspaper advertising?
- What are the post-graduation and/or career options that apply to the course content?
**Evaluation Process**

A final average of 65% or better is required to be awarded course credit. Throughout the length of this course, students may be evaluated on the basis of, but not limited to:

- Formative Assessments, such as writing prompts, journals, and portfolios
- Summative Assessments, such as quizzes, tests, and midterm and final examinations
- Performance Assessments, such as projects and presentations
- Technology-based Applications, such as electronic portfolios, Web Quests, ThinkQuest, and podcasting
- Class Participation
- Homework

Specific weights will be determined by course and level.
Journalism
Student Agreement

STUDENT NAME: ____________________________________________

Last Name               First Name

GRADE: ________________

My signature below indicates that I have received a copy of the Somerville Public Schools Course Requirements for Journalism.

I acknowledge my responsibility to read and understand all of the information contained in the Journalism Course Requirements information and syllabus packet.

Student Signature ____________________________ Date ____________________________

Note: Please share the course requirements for Journalism with your parents.