

Understandings:

I. Students will understand the role print journalism plays in contemporary society and in their immediate lives.

Essential questions:

- How has print journalism changed and evolved over the years?
- How have the electronic media and the internet impacted journalism, and how will they continue to affect it in the future?
- What is news?
- Why is it important to have a well-informed public?
- Why is it important to evaluate and assess audience?
- What role does a newspaper play in a high school setting?
- What is the role of business and advertising in journalism?
- How is a newspaper produced?
- How does an editorial board function?
- What are the individual and collective responsibilities of a high school newspaper staff?

What students will know and be able to do?

- Students will recognize the role of journalism in contemporary society and in their personal lives.
- Students will see the positive impact a quality high school publication can have on the school environment and the community.
- Students will be cognizant of all cultural groups and present varying perspectives fairly and in a balanced manner.
- Students will recognize what is news.
- Students will evaluate the quality and reliability of various forms and examples of journalism.
- Students will develop writing and design skills.
- Students will carry out the responsibilities as members of an editorial board and newspaper staff.
- Students will demonstrate proficiency using desktop publishing programs.
- Students will recognize the value of teamwork and co-operation.
- Students will design and produce a school publication targeting a specific audience.
- Students will establish working relationships with school administrators and faculty.
- Students will see the importance of providing a voice for the student population.

Understandings:

II. Students will understand the various forms, conventions and styles of journalistic writing and production.

Essential questions

- What is the inverted pyramid style?
- What are the elements of a news story?
- What are the elements of a feature story?
- What is an editorial?
- What is an effective photograph?
- What is effective newsgathering?
- What role does advertising play in a newspaper?
- What is the difference between fact and opinion?
- What is effective layout and design?
- What is attribution?
- How are surveys useful information gathering tools?

What will students know and be able to do?

- Students will demonstrate skills in interviewing, researching and reporting.
- Students will use the inverted pyramid style in news writing.
- Students will write various news story leads and news stories.
- Students will practice effective news-gathering and editing techniques.
- Students will write effective headlines.
- Students will be able to distinguish fact from opinion.
- Students will quote accurately and use appropriate attribution methods.
- Students will write clear, informative sports stories.
- Students will develop feature writing skills.
- Students will write effective interview stories.
- Students will conduct surveys and analyze data.
- Students will identify the components of the editorial page.
- Students will write effective editorials.
- Students will interpret and create editorial cartoons.
- Students will understand the major functions of photographs in publications.
- Students will take effective photographs using digital cameras.
- Students will understand photo layout, cropping, sizing, and writing cut-lines.
- Students will gather and write effective advertising copy.

- Students will experiment with design and layout using computers and desktop publishing programs.
- Students will develop a journalism stylebook.

Understandings:

III. Students will understand the legal, ethical, and moral issues which confront the free press.

Essential questions

- What is the First Amendment and why is it an important right to protect?
- What are the rights and responsibilities of the print media?
- What are the legal limitations that may be imposed on student journalists?
- What is the relationship between student journalists and school officials?
- What are appropriate stories for a high school publication?
- What is censorship?
- What ethical considerations should guide a reporter?
- How does a journalist ensure balanced and accurate coverage?
- What is the Potter's Box?
- What is yellow journalism?
- What is libel?
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What will students know and be able to do?

- Students will recognize a writer's tone and bias.
- Students will evaluate the objectivity of a story.
- Students will determine the appropriate content for a high school publication.
- Students will work with school officials to establish clear standards for student journalists.
- Students will understand the legal limitations of student journalists.
- Students will understand the concepts of stereotyping and ethnocentrism.
- Students will establish a clear, democratic editorial policy.
- Students will understand libel and slander.
- Students will use the Potter's Box when considering controversial subject matter.
- Students will distinguish between news and "infotainment"