

WV CSO Curriculum Planning Tool

Journalism

Obj.#	Objective	Projected Date	Date Taught	Date Assessed	Date Re-Taught	Date Re-Assessed
JN.1.1	role of journalism & its impact on society					
JN.1.2	journalistic history					
JN.1.3	mass communication and technology					
JN.1.4	key press law issues					
JN.1.5	Journalists' Code of Ethics & other policies					
JN.1.6	specialized journalism terms					
JN.1.7	parts of stories					
JN.1.8	principles of layout and design					
JN.1.9	elements of photo composition					
JN.1.10	storytelling ability of a photograph					
JN.1.11	critique professional & scholastic publications					
JN.1.12	technology to produce & disseminate					
JN.2.1	listening and speaking skills					
JN.2.2	interviews following correct procedures					
JN.2.3	listen for bias					
JN.2.4	source's message & intent					
JN.2.5	direct and indirect quotations					
JN.2.6	gather information from a variety of sources					
JN.3.1	writing process for specific writing purposes					
JN.3.2	analyzing elements of news					
JN.3.3	journalistic writing model					
JN.3.4	vivid, precise and economical words					
JN.3.5	5W's and an H					
JN.3.6	types of leads					
JN.3.7	transitional devices					
JN.3.8	acts, quotations, paraphrases & interpretations					
JN.3.9	vary syntax & sentence structure					
JN.3.10	persuasive language & techniques					
JN.3.11	specialized jargon					
JN.3.12	editing strategies & journalistic style rules					
JN.3.13	word processing programs					
JN.3.14	headlines & captions					
JN.3.15	intellectual property rights					
JN.4.1	work collaboratively & cooperatively					
JN.4.2	perform duties responsibly & professionally					
JN.4.3	leadership & management roles					
JN.4.4	business & advertising					
JN.4.5	conduct market research					
JN.4.6	analyze effective advertising					
JN.4.7	circulation & financial record-keeping methods					
JN.4.8	career opportunities in journalism					
JN.5.1	collaborate as a staff					
JN.5.2	duties of assigned staff positions					
JN.5.3	establish & cover beats					
JN.5.4	assign stories, photographs and ads					
JN.5.5	meet deadlines					
JN.5.6	edit copy					
JN.5.7	page layouts sketches & desktop software for page					
JN.5.8	create effective advertisements					
JN.5.9	prepare for submission to a printer					

Janet Benincosa
 jhbeninc@access.k12.wv.us

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JN.5.10	sell advertising and/or subscriptions					
JN.5.11	circulation & financial record-keeping methods					
JN.5.12	distribute publication to audience					
JN.5.13	evaluate finished publication					
JN.6.1	collaborate as a staff					
JN.6.2	duties of assigned staff positions					
JN.6.3	edit copy					
JN.6.4	design page layouts					
JN.6.5	create effective advertisements					
JN.6.6	prepare for submission to a printer					
JN.6.7	correct page proofs from printer for re-submission					
JN.6.8	sell advertising and/or subscriptions					
JN.6.9	circulation & financial record-keeping methods					
JN.6.10	distribute publication to audience					
JN.6.11	evaluate finished publication through feedback					
JN.7.1	engage in pre-production meetings					
JN.7.2	duties of various staff positions					
JN.7.3	script & log formats to produce projects					
JN.7.4	audio and video equipment					
JN.7.5	proper care with video and audio equipment.					
JN.7.6	shooting techniques					
JN.7.7	skills related to the role of talent in a production					
JN.7.8	staging principles for both studio & location shots					
JN.7.9	effective lighting for video shoots					
JN.8.1	equipment and software					
JN.8.2	terminology associated with photojournalism					
JN.8.3	shoot pictures as assigned					
JN.8.4	vary the use of focal lenses					
JN.8.5	process black and white film					
JN.8.6	contact sheets to analyze shots					
JN.8.7	select photographs for storytelling value & visual quality					
JN.8.8	print black and white pictures					
JN.8.9	write to complete pictures					
JN.9.1	desktop publishing terminology					
JN.9.2	publication software					
JN.9.3	software tools to create a publication					
JN.9.4	insert, resize, align, group, layer & rotate objects					
JN.9.5	technology to work with images					
JN.9.6	develop a variety of publications					
JN.9.7	copyright and patent laws					
JN.9.8	licensing agreements					
JN.10.1	local media to promote the school					
JN.10.2	publicity angle in school events & plan promotions					
JN.10.3	press releases					
JN.10.4	newsletter and/or web page					
JN.10.5	site information for distribution					
JN.10.6	information source					
JN.10.7	serve as liaison					
JN.10.8	internal communications					