

Texas Journalism

Advanced Journalism: Yearbook I, II, III/Newspaper I, II, III/Literary Magazine

Knowledge and Skills 110.66.B

- 1 The student understands individual and staff responsibilities of coverage appropriate for the publication's audience. The student is expected to:** **1**
 - A** understand the role and responsibilities of each staff member and the purpose of the publication **1.A**
 - i** understand the role of each staff member **1.A.I**
 - ii** understand the responsibilities of each staff member **1.A.II**
 - iii** understand the purpose of the publication **1.A.III**
 - B** Use the skills necessary to plan and produce a publication. **1.B**
 - i** use the skills necessary to plan a publication. **1.B.I**
 - ii** use the skills necessary to produce a publication **1.B.II**
 - C** read both professional publications and other student-produced publications to generate story and design ideas for the local publication **1.C**
 - i** read professional publications to generate story ideas for the local publication. **1.C.I**
 - ii** read student-produced publications to generate story ideas for the local publication **1.C.II**
 - iii** read professional publications to generate design ideas for the local publication **1.C.III**
 - iv.** read student-produced publications to generate design ideas for the local publication **1.C.IV**
 - D** Conduct research using a variety of sources such as interviews with primary sources, databases, or published reports **1.D**
 - i.** conduct research using a variety of sources **1.D.1**
 - E** conceive coverage ideas for packaged presentations of material, including, but not limited to, copy, infographics, sidebars, photos, art, and multimedia components **1.E**
 - i** conceive coverage ideas for packaged presentations of material, including copy. **1.E.I**
 - ii** conceive coverage ideas for packaged presentations of material, including infographics. **1.E.II**
 - iii** conceive coverage ideas for packaged presentations of material, including sidebars. **1.E.III**
 - iv** conceive coverage ideas for packaged presentations of material, including photos. **1.E.IV**
 - v** conceive coverage ideas for packaged presentations of material, including art. **1.E.V**
 - vi** conceive coverage ideas for packaged presentations of material, including multimedia components. **1.E.VI**

2 The student understands media law and journalistic ethics and standards and the responsibility to cover subjects of interest and importance to the audience. The student is expected to: 2

- A** find a variety of credible sources to provide balanced coverage. 2.A
 - i** find a variety of credible sources to provide balanced coverage. 2.A.I
- B** Compose the story accurately keeping his/her own opinion out of non-editorial coverage 2.B
 - i** compose the story accurately keeping his/her own opinion out of non-editorial coverage 2.B.I
- C** provide editorial coverage to inform and encourage the reader to make intelligent decisions 2.C
 - i** provide editorial coverage to inform the reader 2.C.I
 - ii** provide editorial coverage to encourage the reader to make intelligent decisions 2.C.II
- D** critique the publication to find its strengths and weaknesses to improve products based on those critiques 2.D
 - i** critique the publication to find its strengths to improve products based on [the critique] 2.D.I
 - ii** critique the publication to find its weaknesses to improve products based on [the critique] 2.D.II
- E** seek non-staff opinion on the publication to determine its impact on future publications 2.E
 - i** Seek non-staff opinion on the publication to determine its impact on future publications 2.E.I
- F** understand the consequences of plagiarism 2.F
 - i** understand the consequences of plagiarism 2.F.I
- G** understand and apply copyright law, the fair use exemption, and the ownership of intellectual property 2.G
 - i** understand copyright law 2.G.I
 - ii** understand the fair use exemption 2.G.II
 - iii** understand the ownership of intellectual property 2.G.III
 - iv** apply copyright law 2.G.IV
 - v** apply the fair use exemption 2.G.V
 - vi** apply the ownership of intellectual property 2.G.VI

3 The student understands all aspects of a publication and the means by which that publication is created. The student is expected to: 3

- A** identify elements used to create publications **3.A**
 - i** identify elements used to create publications **3.A.I**
- B** create and execute a financial plan for supporting publications such as sales and advertising **3.B**
 - i** create a financial plan for supporting publications **3.B.I**
 - ii** execute a financial plan for supporting publications **3.B.II**
- C** consider finances in making decisions, including number of pages and cost-incurring extras such as color, paper quality, and number of copies for print publications **c**
 - i** consider finances in making decisions, including number of pages for print publications **c.I**
 - ii** consider finances in making decisions, including cost-incurring extras for print publications **c.II**

4 The student produces publications. The student is expected to: 4

- A determine which events and issues are newsworthy for the audience 4.A
 - i determine which events are newsworthy for the audience 4.A.I
 - ii determine which issues are newsworthy for the audience 4.A.II
- B select the most appropriate journalistic format to present content 4.B
 - i select the most appropriate journalistic format to present content 4.B.I
- C apply skills in reporting and writing to produce publications 4.C
 - i apply skills in reporting to produce publications 4.C.I
 - ii apply skills in writing to produce publications 4.C.II
- D design pages for publications 4.D
 - i design pages for publications 4.D.I
- E plan and produce photographs for publications 4.E
 - i plan photos for publications 4.E.I
 - ii produce photos or publications 4.E.II
- F incorporate graphics into publications 4.F
 - i incorporate graphics into publications 4.F.I
- G write and design headlines for publications. 4.G
 - i write headlines for publications. 4.G.I
 - ii design headlines for publications. 4.G.II
- H research and write captions for publications. 4.H
 - i research 4.H.I
 - ii write captions for publications. 4.H.II
- I produce publications for publications. 4.I
 - i produce publications for publications. 4.I.I
- J Evaluate stories and coverage for balance and readability. 4.J
 - i evaluate stories for balance 4.J.I
 - ii evaluate stories for readability 4.J.II
 - iii evaluate coverage for balance 4.J.III
 - iv evaluate coverage for readability. 4.J.IV

5 The student demonstrates leadership and teamwork abilities. The student is expected to: 5

- A determine roles for which different team members will assume responsibility. 5.A
 - i determine roles for which different team members will assume responsibility. 5.A.I
- B Work cooperatively and collaboratively through a variety of staff assignments. 5.B
 - i Work cooperatively through a variety of staff assignments 5.B.I
 - ii Work collaboratively through a wide variety of assignments. 5.B.II
- C determine coverage and concepts for publications. 5.C
 - i determine coverage for publications. 5.C.I
 - ii determine concepts for publications. 5.C.II
- D Develop a deadline schedule and a regular means of monitoring progress. 5.D
 - i Develop a deadline schedule 5.D.I
 - ii Develop a regular means of monitoring progress. 5.D.II
- E Listen actively and critically and then respond to team members. 5.E
 - i listen actively 5.E.I
 - ii listen critically 5.E.II
 - iii respond appropriately to team members. 5.E.III
- F submit work for editing and critiquing and make appropriate revisions. 5.F
 - i submit work for editing 5.F.I
 - ii submit work for critiquing 5.F.II
 - iii make appropriate revisions 5.F.III
- G edit and critique the work of others 5.G
 - i edit work of others 5.G.I
 - ii critique work of others. 5.G.II