

Guthrie Public Schools

Teacher/Course: Brenner/Intro to Journalism

Grade Level: HS 9-12

| Week | Pass Standard/Course Objectives | Pass Skills | Assessments | Activities/Resources | Specialized Vocabulary |
|---------|---------------------------------|--|---|--|--|
| 1 | Introduction to Mass Media | SS Standard 1.1 | Mass Media Worksheet | <i>Journalism Today</i> textbook, <i>New York Times</i> Newspapers in Education website, <i>War of the Worlds</i> broadcast, <i>Stay Tuned</i> dvd | Mass Communication, Gutenberg's Press, Plagiarism |
| 2 | Individual Research Project | SS Standard 1.1 R/L Standard 4 VL Standard 3 | Newsmakers Project | Students conduct research to present information about important news event Online newspaper archives, library | Specific to event, if necessary |
| 3 | Reading a Newspaper Article | SS Standard 1.1 R/L Standard 2.1,3,4 | Reading a Newspaper Article Sheet; Newspaper Vocabulary Sheet, Exam | Read newspaper articles together as class, in groups and individually; discuss purpose and message of article. Newspaper Vocabulary | Lead, 5WH, Inverted Pyramid Flag, Mug Shot, Headline, Byline, Jump Line, Pull Quote |
| 4 | Evaluation Group Project | SS Standard 1.4 R/L Standard 4.2 O/L Standards 1, 2 VL Standard 3 | Group presentation, Pippa Norris scale | Group Project - Informative, Entertaining, Persuasive; Create a poster; Present to class Newspapers | Informative, Entertaining, Persuasive, Superficial, Objective, Biased, Balanced |
| 5 - 6 | Interviewing Scenarios | O/L Standard 1 R/L Standard 4 | Note-taking; Questions | Discuss "do-not-ask" question types; Divide into groups; Conduct interviews press conference-style | Yes/No; Leading, Broad, Think/Feel |
| 7 - 9 | Writing an Article | W/G Standard 1 | Written Article | Discuss Writing Process; Write article from interview notes; Peer Edit | Prewriting, Writing, Revision, Editing, Publication |
| 10 - 12 | Photography | SS Standard 1.1 VL Standards 1,2,3 | Photography Assignment, Exam | Famous Photographs; Camera Vocabulary; Photography Olympics; Photography Assignment - 10 Photos; <i>Digital Cameras</i> ; <i>Picture: A Guide for the Yearbook Photographer</i> | Viewfinder, Film Advance Lever, Shutter Release Button, Shutter Speed Dial, Flash Shoe, Lens, Flash, LCD Screen, Memory Card Door, Candid, Posed, Crop, Dominant Photo, Group Photo, Portrait, Rule of Thirds, Angle |

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| 13 | Captions | W/G Standard 2 | Caption-Writing Competition | Discuss basics of caption-writing; Dos, Don'ts | Caption |
| 13 | Ethics | SS Standard 1.4 | Ethics Discussion | Discuss ethical dilemmas, current events involving ethics "Photojournalism's Code of Ethics"; "Society of Professional Journalists: Code of Ethics" | Ethics, Context, Dignity, Integrity, Manipulate |
| 14 - 18 | Design | VL Standard 3 Review of Previously-met Standards | Brochure Project | Study examples of good design and poor design; Review vocabulary related to design; Create yearbook/newspaper dummy sheet; Work in groups to complete brochure using skills gained through course | Pica, Modular Design, Q&A Box, Body Copy |

SS – Social Studies
R/L – Reading/Literature

W/G – Writing/Grammar/Mechanics and Usage
O/L – Oral Language/Listening and Speaking

VL – Visual Literacy