

Appendix C - J113

| Content standard | Assessment tool |
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| <p>The Journalism teacher will demonstrate knowledge of and skill in:</p> | |
| <p>1. The structure and function of American mass media* with a particular emphasis on Journalism including:</p> <ul style="list-style-type: none"> A. The history and evolution of mass media. B. The theories of mass communication. C. Mass media in the context of the American economic system. D. Mass media in the context of the American political system. E. Mass media in the context of the American social system. F. Journalism as part of the American mass media. | |
| <p>2. The diversity of audiences' needs, interests, motivations, abilities, backgrounds, and cultures.</p> <ul style="list-style-type: none"> A. The functions of informing, persuading, advocating, and entertaining. B. The forms of news and information, commentary, and advocacy, advertising and persuasion, and entertaining. C. Style and message construction for newspapers, magazines, radio, television, and film. | |
| <p>3. The diversity of audiences' needs, interests, motivations, abilities, backgrounds, and cultures.</p> | |
| <p>4. The process of Journalism including:</p> <ul style="list-style-type: none"> A. The stages of information gathering: verification: creating the story in words. Images, graphics, or sounds: editing, and production B. Researching and gathering information (verbal and visual) required to create the story in words, images, graphics, or sounds. C. The design of product appropriate to the medium and situation. D. The use of language appropriate to a variety of audiences and purposes. | <ul style="list-style-type: none"> 4. A. Story assignments, exam B. Exam, story assignments |

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| <p>E. Integrating visual and verbal material for various media including: newspapers, magazines, radio, television, and film.</p> | |
| <p>5. The essential Journalism norms of fairness, accuracy and balance.</p> | <p>5. Story assignments</p> |
| <p>6. The rights and responsibilities of Journalism including: A. Rights under the US Constitution First Amendment and state law, particularly regarding student media. B. Court decisions. C. Libel, slander, and copyright laws: right of privacy: commercial speech and broadcast regulation: plagiarism: fabrication: and open record and open meeting laws. D. Professional codes of ethics.</p> | |
| <p>7. The role and function of the advisor including: A. Rights and responsibilities. B. Staff organization. C. Budgeting, financing, and relationships with vendors. D. Production technology. E. Relationships with faculty, administration, parents, and the community. F. Post production evaluation techniques, including use of rating services.</p> | |
| <p>8. The relevant careers in Journalism and related media: A. Education requirements. B. Sources of additional information.</p> | |
| <p>* (Meaning the forms of communication designed and distributed to reach an audience by various means: print, broadcast, cable, film, internet, and other forms. The audience may be relatively heterogeneous or homogeneous, narrow, or broad).</p> | |