

§110.62. Journalism (One-Half to One Credit).

(a) Introduction.

(1) Students enrolled in Journalism write in a variety of forms for a variety of audiences and purposes. High school students enrolled in this course are expected to plan, draft, and complete written compositions on a regular basis, carefully examining their papers for clarity, engaging language, and the correct use of the conventions and mechanics of written English. In Journalism, students are expected to write in a variety of forms and for a variety of audiences and purposes. Students will become analytical consumers of media and technology to enhance their communication skills. Writing, technology, visual, and electronic media are used as tools for learning as students create, clarify, critique, write, and produce effective communications. Students enrolled in Journalism will learn journalistic traditions, research self-selected topics, write journalistic texts, and learn the principles of publishing. For high school students whose first language is not English, the students' native language serves as a foundation for English language acquisition and language learning.

(2) The essential knowledge and skills as well as the student expectations for Journalism, an elective course, are described in subsection (b) of this section.

(b) Knowledge and skills.

(1) The student demonstrates an understanding of media development, press law, and responsibility. The student is expected to:

(A) identify the history and development of American journalism through people and events;

(B) identify the foundations of journalistic ethics; and

(C) distinguish between responsible and irresponsible media action.

(2) The student reports and writes for a variety of audiences and purposes and researches self-selected topics to write journalistic texts. The student is expected to:

(A) locate information sources such as persons, databases, reports, and past interviews; gathers background information; and researches to prepare for an interview or investigate a topic;

(B) plan and write relevant questions for an interview or in-depth research;

- (C) evaluate and confirm the validity of background information from a variety of sources such as other qualified persons, books, and reports;
- (D) incorporate direct and indirect quotes and other research to write in copy;
- (E) revise and edit copy using appropriate copyreading and proofreading symbols;
- (F) use different forms of journalistic writing such as reviews, ad copy, columns, news, features, and editorials to inform, entertain, and/or persuade;
- (G) demonstrate an understanding of the elements of news through writing;
- (H) select the most appropriate journalistic format of present content;
- (I) use journalistic style;
- (J) gather information through interviews (in person or telephone);
- (K) write captions;
- (L) demonstrate an understanding of the function of headlines through the writing of headlines; and
- (M) rewrite copy.

(3) The student demonstrates understanding of the principles of publishing through design using available technologies. The student is expected to:

- (A) identify the variety of journalistic publications and products such as newspapers, newsmagazines, and newsletters;
- (B) design elements into an acceptable presentation;
- (C) use illustrations or photographs that have been cropped, to communicate and emphasize a topic;
- (D) use graphic devices such as lines, screens, and art to communicate and emphasize a topic;

(E) prepare a layout for publication; and

(F) design an advertisement for a particular audience.

(4) The student demonstrates an understanding of the economics of publishing. The student is expected to:

(A) differentiate between advertising appeals and propaganda;

(B) demonstrate understanding of the type of advertising such as classified, display, or public service; and

(C) understand general salesmanship in selling student-produced publications.

Source: The provisions of this §110.62 adopted to be effective September 1, 1998, 22 TexReg 7549.