

**WV CSO Curriculum Planning Tool**  
**Journalism Reading/English/Language**  
**Arts**

Objective #	Objective	DOK	Projected Date	Date Taught	Date Assessed	Date Re-Taught	Date Re-Assessed
JN.O.12.1.01	evaluate the role of journalism and its impact on society, including parallels between journalistic history and the country's political and social history.	3					
JN.O.12.1.02	analyze changes in mass communication caused by widespread use of technology.	2					
JN.O.12.1.03	read, critique, and analyze key press legal issues in professional and scholastic publications (e.g., censorship, prior restraint, libel, slander, privacy).	3					
JN.O.12.1.04	know and apply the rights, responsibilities, and ethics of journalists as defined in the Journalists' Code of Ethics and other publication policies.	2					
JN.O.12.1.05	expand vocabulary to include specialized journalism terms (e.g., captions, masthead, column inches, storyboard, framing).	1					
JN.O.12.1.06	identify & evaluate parts of stories (lead, body, conclusion, quote)	1					
JN.O.12.1.07	identify and integrate contemporary principles of layout and design in a newspaper, yearbook, magazine, broadcast story board and/or advertisement.	2					
JN.O.12.1.08	classify the elements of photo composition (dominance, texture, angle of view, contrast, rule of thirds, leading lines, framing devices), and explain the storytelling ability of a photograph.	2					
JN.O.12.1.09	compile, synthesize, produce & disseminate information using technology.	3					
JN.O.12.2.01	use appropriate listening and speaking skills (e.g., make eye contact, speak clearly, use phone etiquette).	2					
JN.O.12.2.02	prepare and conduct interviews following correct procedures (e.g., identify self and publication, state purpose, ask open-ended questions).	3					
JN.O.12.2.03	listen for bias and/or authority to probe and evaluate the reliability of sources, identify and interpret a source's message and intent, and accurately record direct and indirect quotations.	3					
JN.O.12.2.04	legally and ethically gather information from a variety of sources, (e.g., interviews, polls, surveys, electronic media, questionnaires) using one source to check another.	3					
JN.O.12.3.01	model appropriate journalistic writing that is focused and coherent (e.g., inverted pyramid for a news story, hour glass model, various audio and video scripting formats) to address specific writing purposes (e.g., news, editorial, feature, sports, column, advertising) and multiple audiences.	3					
JN.O.12.3.02	demonstrate news judgment by analyzing the elements of news as they relate to stories (e.g., timeliness, proximity, human interest, balance, prominence, conflict).	3					
JN.O.12.3.03	select words that are vivid, precise and economical, use a variety of transitional devices, vary syntax and sentence structure.	2					
JN.O.12.3.04	organize information to include the 5W's and an "H" (who, what, when, where, why and how) as they apply to a story, write various types of leads (e.g., narrative, direct quotation, question, summary) and creative and accurate headlines and captions.	2					
JN.O.12.3.05	integrate accurately written facts, quotations, attributions, paraphrases and interpretations into copy while respecting intellectual property rights: Copyrights / plagiarism	3					
JN.O.12.3.06	use persuasive language and techniques appropriately: distinguish fact from opinion for editorials, news stories and advertising / recognize a source's authority, special interest, propaganda and bias	3					
JN.O.12.3.07	use editing strategies & journalistic style rules to correct grammatical, spelling & style errors (e.g., punctuation, capitalization, sentence structure), use word processing programs to prepare & edit text, & apply specialized jargon appropriately (e.g., sports, technology).	2					
JN.O.12.4.01	work collaboratively and cooperatively (e.g., teamwork, problem solving, brainstorming) to perform assigned duties such as meeting deadlines, completing assignments, organizing materials and checking sources, responsibly and professionally, to define leadership and management roles and respect the authority of the people in those roles: editors / business managers / production managers / news directors	2					
JN.O.12.4.02	examine the business and advertising aspects of journalism.	2					
JN.O.12.4.03	analyze effective advertising and conduct market research.	3					
JN.O.12.4.04	utilize effective circulation and sound financial record-keeping methods.	2					

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<b>JN.O.12.4.05</b>	evaluate career opportunities in journalism and the required training/education for those careers.	3						
<b>JN.O.12.5.01</b>	collaborate as a staff to determine publication content, policy, size, design, budget and circulation, to understand and perform duties of assigned staff positions, to establish and cover beats, to assign stories, photographs and advertisements, and to set and meet deadlines.	4						
<b>JN.O.12.5.02</b>	design page layouts using desktop software for page design.	3						
<b>JN.O.12.5.03</b>	prepare and edit camera-ready material for submission to a printer	3						
<b>JN.O.12.5.04</b>	sell advertising and/or subscriptions	2						
<b>JN.O.12.5.05</b>	apply effective circulation and sound financial record-keeping methods: subscriptions, advertising, supplies	2						
<b>JN.O.12.5.06</b>	evaluate finished publication through feedback from staff and audience after distribution to an audience.	3						
<b>JN.O.12.6.01</b>	collaborate as a staff to determine publication content, policy, size, design, budget and circulation, understand and perform duties of assigned staff positions, and design page layouts.	2						
<b>JN.O.12.6.02</b>	prepare and edit camera-ready material for submission to a printer	3						
<b>JN.O.12.6.03</b>	sell advertising and/or subscriptions (e.g., dress and act professionally, develop a sales action plan), create effective advertisements, and apply effective circulation and sound financial record-keeping methods: subscriptions, advertising, supplies	3						
<b>JN.O.12.6.04</b>	evaluate finished publication through feedback from staff and audience after distribution	3						
<b>JN.O.12.7.01</b>	organize and participate in pre-production meetings to plan content, production schedules, staff positions, etc.	2						
<b>JN.O.12.7.02</b>	perform duties of various staff positions (e.g., director, anchor, technical director, floor manager), in both leadership and non leadership roles.	3						
<b>JN.O.12.7.03</b>	follow various script and log formats to produce projects.	3						
<b>JN.O.12.7.04</b>	using available technology to create desired products or programs that demonstrate various audio and video techniques (e.g., dubbing, angles, shots, focus, movement, framing).	4						
<b>JN.O.12.7.05</b>	develop and apply skills related to the role of talent in a production: camera and microphone consciousness: script use, dress, make-up, speaking skills	2						
<b>JN.O.12.7.06</b>	apply proper staging principles for both studio and location shots, and design and execute effective lighting for video shoots.	3						
<b>JN.O.12.8.01</b>	integrate available equipment (e.g., digital camera, 35 mm camera, darkroom equipment), focal lenses (e.g., telephoto, wide angle, normal, zoom), and software (PhotoShop, HiJaak, Illustrator, InDesign, etc.) to create a product.	4						
<b>JN.O.12.8.02</b>	correctly use terminology associated with 35 mm photography (e.g., aperture, F-stop, depth of field, shutter speed, film speed).	2						
<b>JN.O.12.8.03</b>	shoot pictures as assigned, select photographs for storytelling & visual quality, & gather & write information to complete the storytelling effect of pictures.	3						
<b>JN.O.12.8.04</b>	process and print black and white film and process and use contact sheets to analyze shots: composition, negative damage, cropping, density	3						
<b>JN.O.12.9.01</b>	use desktop publishing terminology correctly.	2						
<b>JN.O.12.9.02</b>	use available technology to work with images (e.g., digital cameras, scanners, publication software) and use software tools to create a publication: insert and resize art and copy / moving objects / aligning and grouping images / layering objects / rotating objects	4						
<b>JN.O.12.9.03</b>	create a variety of publications (e.g., pamphlets, magazines, advertisements, web pages, business cards, memo forms, newsletters) complying with copyright and patent laws and licensing agreements.	4						
<b>JN.O.12.10.01</b>	plan promotions, write press releases for the school, and distribute them to local print and broadcast media to promote the school.	4						
<b>JN.O.12.10.02</b>	design, write, produce, & disseminate school's newsletter, web page, & archives.	4						
<b>JN.O.12.10.03</b>	serve as a liaison for the school and the community	4						