

Semester 1: Oral and Written Competency

Weeks 1-4: Oral Competency

Objectives:

- Demonstrate speaking, listening, and research skills for interviewing (L.CSE.1, SL.CC.2, SL.PLI.6)
- Demonstrate appropriate language, demeanor, and attire (L.KL.3, L.VAU.5, SL.CC.1, SL.PKI.6)
- Demonstrate appropriate interviewing techniques (L.KL.3, L.VAU.5)
- Apply terms common to the industry (L.KL.3, L.VAU.4-6, RI.CS.4)
- Apply legal and ethical journalistic standards (R.KID.3, SL.CC.2)

Activities:

- Mock interviews
- Interviews with students, teachers, administrators
- Ethics unit with case studies

Weeks 5-8: Written Competency

Objectives:

- Demonstrate appropriate language usage and research techniques (L.CSE.2)
- Demonstrate journalistic writing style for various media (L.KL.3, L.VAU.4-6, W.TTP.1-3, W.PDW.4, W.RBPK.7)
- Recognize fact vs. opinion (L.VAU.5, RI.KID.1-3, RI.CS.6, W.RBPK.8-9)
- Use computers for composing and editing (W.PDW.6)
- Write for a specific audience, emphasizing ethics (L.KL.3, L.VAU.4-6, SL.CC.2, W.PDW.4)
- Demonstrate editing and revision techniques (L.VAU.5, RI.IKI.7, W.PDW.6)

Activities:

- Produce quality newsmagazine
- Write and publish 1-2 online articles per month

Weeks 9-12: Visual Competency

Objectives:

- Understand roles and procedures in media management and production (SL.CC.1-3, W.PDW.4)
- Demonstrate knowledge of business management in media (SL.CC.1-3, SL.PKI.4, W.TTP.1-2)
- Utilize principles of visual appeal (SL.PKI.5)
- Create visual effects using graphic design (SL.PKI.5)
- Demonstrate layout and design procedures (SL.PKI.5, W.PDW.6)

Activities:

- Sell advertising space
- Layout articles for print issues
- Create infographics
- Use Adobe suite (InDesign, Photoshop)

Semester 2: Advanced Oral, Written, and Visual Competency

Weeks 13-16: Advanced Oral Competency

Objectives:

- Refine speaking, listening, and research skills for professional interviews (L.CSE.1, SL.CC.2, SL.PLI.6)
- Enhance public speaking and presentation skills (SL.PKI.6)
- Apply advanced ethical standards in journalism (R.KID.3, SL.CC.2)

Activities:

- Conduct professional-level interviews
- Present research findings
- Participate in a debate or panel discussion

Weeks 17-20: Advanced Written Competency

Objectives:

- Refine journalistic writing techniques for in-depth reporting (W.TTP.1-3, W.PDW.4)
- Develop investigative journalism skills (W.RBPK.7-9)
- Publish in multiple formats (print, online, multimedia) (W.PDW.6)

Activities:

- Investigative journalism project
- Publish a series of in-depth articles
- Collaborate on multimedia journalism projects

Weeks 21-24: Advanced Visual Competency

Objectives:

- Develop advanced design and layout skills (SL.PKI.5, W.PDW.6)
- Create multimedia content (videos, podcasts) (SL.PKI.5)
- Manage a media production team (SL.CC.1-3, W.PDW.4)

Activities:

- Produce a multimedia news segment
- Create a podcast series
- Design and publish an advanced print issue

Semester 2: Capstone Projects and Professional Development

Weeks 25-28: Capstone Projects

Objectives:

- Synthesize oral, written, and visual skills into a comprehensive project (all standards)
- Demonstrate professional-level journalism skills (all standards)

Activities:

- Complete a capstone project (e.g., documentary, investigative series)
- Present the capstone project to a panel

Weeks 29-32: Professional Development

Objectives:

- Prepare for careers in journalism (resume writing, portfolio development) (SL.PKI.6)
- Develop networking skills (SL.CC.1-3)

- Understand industry trends and job market (SL.PKI.4)

Activities:

- Create a professional portfolio
- Attend guest lectures from industry professionals
- Participate in mock job interviews

Weeks 33-36: Review and Reflection

Objectives:

- Reflect on learning and growth (all standards)
- Prepare for final assessments (all standards)
- Plan for future learning and career goals (SL.PKI.6)

-Activities:

- Review portfolio and capstone project
- Conduct self and peer assessments
- Final presentations and assessments