



monarch

Curriculum Catalog

Journalism

Table of Contents

JOURNALISM	
TABLE OF CONTENTS	1
JOURNALISM COURSE OVERVIEW	2
OBJECTIVES	2
UNIT 1: INTRODUCTION TO NEWS EDITORIAL WRITING	2
UNIT 2: THE ART OF COPY EDITING	2
UNIT 3: PHOTOJOURNALISM	3
UNIT 4: PAGE DESIGN	3
UNIT 5: JOURNALISM CAREERS	3

Journalism Course Overview

Journalism is a semester-long elective course which will introduce students to the basic components of Journalism. These components include news writing, copy editing, layout and design of print/digital media, photography, and career opportunities in journalism. In unit one, students will review features of journalistic writing and be introduced to the differences between news-editorial and featuring writing. Additionally, students will have the opportunity to write a news story of their own. In the copy-editing unit, students will learn the traits of a copy editor and practice their copy-editing skills. In the photojournalism unit, students will examine photos and the stories these photographs tell as well as learn some of the ethical responsibilities surrounding being a photojournalist. In the page design unit, students will be introduced to some basic features of page design and will design their own magazine or news page. Finally, students will explore some career opportunities in journalism.

In this course, students will explore:

- Introduction to News Editorial Writing
- The Art of Copy Editing
- Photojournalism
- Page Design
- Journalism Careers

Objectives

- Recognize the key components of news articles.
- Create and ask open-ended questions.
- Identify the components of a trustworthy source.
- Discuss the responsibilities of a copy editor, a photojournalist, and a page designer.
- Describe several journalism careers.

Unit 1: Introduction to News Editorial Writing	
Journalism	Assignments
	1. A Brief History of the Press
	2. Writing Non-fiction Work
	3. Journalistic Style: The Inverted Pyramid
	4. Just the Facts: Getting to the Facts by Asking Good Questions
	5. Conducting Research for Journalistic Writing
	6. Recognizing Bias
	7. Social Media, the Internet, and the News
	8. Straight News, Features, and Editorials

Unit 2: The Art of Copy Editing	
Journalism	Assignments
	1. The Evolution of Language
	2. How Today's Social Media Culture is Changing our Language
	3. Grammar Rules in a Nutshell
	4. Cracking Open the Rules for Capitalization and Punctuation
	5. Cracking Open Sentence Structure and Why It is Important
	6. Organizing the News
	7. How to Fact Check and Other Resources

Unit 3: Photojournalism	
Journalism	Assignments
	1. A Picture is Worth 1,000 Words
	2. The Responsibilities of the Photojournalist
	3. Creating Beautiful Content
	4. Photography Composition and Framing Your Subject

Unit 4: Page Design	
Journalism	Assignments
	1. The Art of Drawing the Readers' Attention
	2. Fonts, Shapes, and a Place to Rest
	3. Headlines: Grabbing the Readers' Attention
	4. More Page Design Elements to Consider
	5. Common Mistakes that can be Avoided

Unit 5: Journalism Careers	
Journalism	Assignments
	1. Careers in Advertising and Public Relations
	2. Marketing Roles and Job Possibilities
	3. Careers in Mass Media
	4. Careers in Broadcasting
	5. Careers in Photography