Journalism 1
Curriculum Guide

by Peggy Miller
Journalism Curriculum Guide

INTRODUCTION
In light of the Information Age and the impact of the Internet, teaching journalism becomes challenging for both the veteran and new adviser. This guide, with the basic direction of the state’s TEKS, will serve as a teaching tool for either a one-half or full-year course in journalism.

The sample course outline will work for any introductory journalism course whether your school is on a semester schedule, block schedule, modified block schedule or quarter system.

Course description and list of items that should be included in your class syllabus based on the state's knowledge and skills for journalism as defined in §110.62 of the state code. The four areas and their subsections are referred to consistently throughout the guide.

• Journalism I TEKS: activities, methods of assessment and vocabulary words
• AP Style Guide: an abbreviated version of most common style mistakes for high school publications
• Publications Spread Planner: a form that helps students think through all the elements on a spread and how to design them
• Glossary of commons journalism terms
• Resources for high school advisers

The guide contains three charts that serve as a timeline for teaching journalism in three 6-week units at a rigorous pace. To teach the course over one year, simply allow approximately two days for each one on this schedule with increased emphasis on editing. Beside each of these charts is a cross listing of elements covered each week, making it easy to find activities to teach on any given day.

You’ll find a list of printed resources for the journalism teacher followed by a list of research topics and other assignment ideas that can be used as extended learning opportunities.

The final pages of the guide will provide an extensive glossary of many terms used in the journalism classroom. Use this guide as a beginning tool to teach your students to think and ultimately to write for school publications.

Bradley Wilson, Oct. 94
Susan Roberts, Oct. 97
Peggy Miller, July 2008
JOURNALISM I COURSE DESCRIPTION

THROUGHOUT MODERN HISTORY, people have depended on the mass media to spread the word about events and people of interest to the general public. Journalism introduces students to the exciting world of the print and online media. Law, ethics and the history of journalism will complement the major units of study: reporting, writing, editing, photography, advertising, design, management and teamwork.

IN ADDITION, students will have the opportunity to use state-of-the-art computer-aided publishing tools and other hands-on production tools as well as modern photo techniques. This course can serve as the prerequisite to Newspaper Production I or Yearbook Production I and may provide students insights into college and career choices. Some out-of-class time may be required.

SUGGESTED COURSE OUTLINE

I. NEW WRITING BASICS
   • Elements of news, news values
   • Fact vs. opinion
   • Lead writing: Summary leads, grammatical leads
   • Interviewing: Gathering quotes, using quotes
   • Inverted pyramid
   • Lead, quote, transition (LQTQTQ format)
   • Editing, AP Style rules
   • Sports news stories

II. HEADLINES
   • Types
   • Style rules

III. FEATURE WRITING
   • Feature leads
   • Brainstorming topics
   • Questioning strategies
   • Styles- Hourglass, Nut graph, The Frame
   • In-depth reporting
   • Creating sidebars
   • Sports features

IV. EDITORIAL WRITING
   • Types
   • Format

V. COLUMN WRITING

VI. REVIEW WRITING

VII. TYPOGRAPHY/GRAPHICS
   • Type styles
   • Type use, Measurement
   • Lines, Info graphics, Color

VIII. ADVERTISING
   • Principals of Design
   • Types
   • Appeals vs. Propaganda
   • Selling ads, Pricing

IX. EDITING PHOTOS
   • Composition
   • Cropping
   • Caption writing

X. DESIGN
   • Newspaper
   • Yearbook

XI. JOURNALISM HISTORY

XII. LAW AND ETHICS
   • The Constitution
   • Libel/slander
   • Code of Ethics
   • Hazelwood, other significant cases
   • Policy statement

XIII. STAFF ORGANIZATION AND MANAGEMENT
   • Role of the staff member, editors
   • Staff motivation
§110.62(1)(A)
Identify the history and development of American journalism through people and events;
Activities:
• Have students pick a significant event in the development of the media and write a short paper about it. For example, how did the invention of the telegraph change the media and the way people got their news? Other possibilities include the invention of the radio, the television, the satellite and even the pencil.
• Have students pick a significant person in the development of the media and write a short paper about him or her. How would today’s media be different without this person?
• Prepare a list of the people who made significant contributions to the development of journalism. After discussing these in class, have the students create a visual to display in the room for future reference.
• Read excerpts from John Foxe’s Book of Martyrs and discuss how this is an early example of journalism.
• Throughout history, members of the media have had to fight for their right to be “free.” Have students write a persuasive paper and defend their stance by using examples from history.
Assessment:
• Evaluate the papers the students write.
• Students should be able to identify some or all of the following people, events or things and explain their significance to the American media: Publick Occurrences, Benjamin Franklin, John Peter Zenger, penny press, Horace Greely, yellow journalism, William Randolph Hearst, Joseph Pulitzer and Nellie Bly (Elizabeth Cockrane).

Vocabulary:
• yellow journalism

§110.62(1)(B)(C)
Identify the foundations of journalistic ethics; and distinguish between responsible and irresponsible media action.
Activities:
• Study the (SPJ) Code of Ethics, then have students write policies for their publica-
the stories discussed in the case or not. Why?

• What are the defenses against libel? (truth, fair comment, admission of error). Have students write up a scenario for each one in which the reporter would be guilty of libel.

• To successfully sue for libel, a person must prove defamation of character, that the person was clearly identified, that the information was published, that the information was false and that the person charged is to blame. You read a story in the newspaper that a friend of yours committed a crime according to a witness. You know it is not true. How would you go about building a libel case?

Assessment:
• This is difficult because it involves subjective circumstances. Make sure the students can defend their position on any situation presented and can support it with the proper written guidelines from your staff manual, local school district policy, state law or federal law.

Vocabulary:
• ethics, libel, slander, public figure, private citizen, Hazelwood case, staff manual

§110.62(2)(G)
Demonstrate an understanding of the elements of news through writing;
Activities:
• Find examples of six news stories, each which uses a different element of news as its focus.
• All news, by definition, is timely. Find a news story that focuses on an aspect of an event that occurred more than a year ago and explain how the reporter made it news.
• Given a fact sheet for a news story, have students write three different leads for the same story each focusing on a different element of news.
• Discuss why it is important that news stories be free from the writer’s opinion. Where should opinion be in the news stories? Why is correct attribution so important?
• Prepare a list of facts and opinions. Have students distinguish the two. In the opinionated statements, have them underline the opinionated words.
• After attending a school event (a play, pep rally, concert, etc) make a list of facts regarding that event. Arrange the facts in order of importance. Each one of these facts could be a story by itself. Use this list of facts as the basis for a story.
• Clip a news story from a magazine or newspaper. Underline or highlight all the opinionated words. Do they all appear in proper attributed quotes? Why/why not?
• Give students a list of facts and quotations with each fact or quotation printed on a separate piece of paper. Each student will be responsible for organizing facts and quotations into a story.
• Given a sample news story, have students label each paragraph as lead, quotation or transition.
• Have students write their own obituary. (Discuss your publication’s policy of how a student or faculty member death will be covered should one occur.)

Assessment:
• Given a graphical representation of the “inverted pyramid” and a news story, students will be able to indicate which portion of the story fits in which portion of the diagram.
• Students will be able to draw a graphical representation of the “inverted pyramid” labeling the lead, body, quotations and transitions in LQTQT form.
• Given a list, students should be able to distinguish between fact and opinion.
• Students should know that all opinionated statements should appear in direct or indirect quotations in news stories.
• Students should be able to distinguish between editorials and news stories based on the content.
• Given a news story, have students explain which element of news is the primary focus. Why did the reporter choose that element?
• Have the students list the element of news and explain the relevance of each one to coverage of any story.

Vocabulary:
• timeliness, proximity, prominence, human interest, conflict, consequence, fact, opinion, news, editorial, lead, body, quotation, transition, inverted pyramid

§110.62(2)(A)(D)
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; Incorporate direct and indirect quotes and other research to write in copy;
Activities:
• Given a topic, have students list some potential sources for information regarding that topic. Also have students use a search engine to research published ar-

In 1963, Newsweek publisher Philip Graham described journalism as “the first rough draft of history.”
articles on the topic. Be sure to document sources.

- Using the same topic and sources, have students prepare 20 questions for each source to get information for a coherent interview and arrange them in a logical order with fact-finding questions first and probing questions to follow.

- Have classmates interview each other. Request that they start by doing some research and preparing questions. After the interview, they should rewrite their notes in the form of direct and indirect quotations.

- After properly preparing, have students interview other students or teachers and write a news brief on a given topic incorporating direct and indirect quotations as well as using proper attribution.

- Given a transcript from a speech or interview, have students prepare additional questions that will expand the topic.

**Assessment:**

- Given an article from a newspaper or magazine, have students select facts, direct quotes and indirect quotes they could use in a story on a similar topic.

- Given a short speech or daily announcement, have student write a news brief incorporating at least one direct and one indirect quotation, each properly attributed.

**Vocabulary:**

- attribution, direct quote, indirect quote, interview, background research

§110.62(2)(E)(I)

Revise and edit copy using appropriate copyreading and proofreading symbols; use journalistic style

**Activities:**

- Given some sentences with stylistic mistakes, have students correct the sentences using a stylebook as a guide. At the initial learning stages, these exercises could focus on specific topics such as abbreviations, titles, attribution, numbers and capitalization. However, later exercises should mix them up.

- Have students write a stylebook with specific style guidelines for your school, including how to properly write the name of the school, the mascot and the accepted names for all student organizations. Decide whether or not your publications will use Mr., Mrs., and/or Ms. for adults.

- Given a story with specific style mistakes, have students copyedit the story correcting all style mistakes using proper symbols.

- Given a list of possible corrections, have students write the proper symbol that would tell a writer to make the appropriate correction.

**Assessment:**

- Given sentences with stylistic mistakes, have students edit using the publication's stylebook as a guide and using proper symbols. The best assessment will involve exercises with a variety of style mistakes.

**Vocabulary:**

- style, copyreading symbols

§110.62(2)(K)

Write captions;

**Activities:**

- Using a well-respected publication, read some photo captions and determine what makes up a good caption. Be sure to stress how, particularly in magazines, a good caption goes beyond just stating the obvious and the importance of including a photo credit.

- Give students a caption that begins with a name. Tell them to rewrite the caption using different grammatical phrases like a prepositional phrase, a temporal clause, an infinitive phrase, a participial phrase, a conditional clause, or a gerund phrase to begin the caption.

- Given a photo, have students write a complete caption, including a kicker. Encourage students to answer the 5 W's and H in the caption and follow with a supporting direct quote from someone pictured in the photo or who observed the event.

- Discuss the importance of giving proper credit to the photographer who took the photo by placing a Photo by either at the end of the caption or in close proximity to the photo.

**Assessment:**

- Evaluate captions based on whether or not they include the answers to the 5 W's and H in the caption and follow with a supporting direct quote from someone pictured in the photo or who observed the event.

**Vocabulary:**

- caption, kicker, photo credit, 5 W's & H

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§110.62(2)(L)
Demonstrate an understanding of the function of headlines through the writing of headlines;
Activities:
• Given 10 news leads, write headlines that conform to established rules. Vary the number of decks for different headlines and direct them to stay within a count range.
• For one story, have students write eight different headlines of varying styles: a one line, a two line, a headline with a kicker, a headline with a wicket, a headline with an underline, a headline with an overline, a headline with an underline, a hammer and a tripod.
• Given five headlines and related stories, have students rewrite the headlines using stronger verbs in the appropriate tense. Write subheads for each story also.
Assessment:
• Given a series of news briefs, have students write headlines for each one conforming to established rules.
Vocabulary:
• headline, subhead, wicket, underline, overline, tripod, hammer

§110.62(2)(M)
Rewrite copy.
Activities:
• After stories have been peer edited, have the original author rewrite them correcting mistakes, including doing further research or interviews if necessary.
• There are many texts with rewriting exercises. During units on editing, have students complete as least one a day, using proper editing symbols.
• Using articles from exchange papers from other schools, have students rewrite the stories, editing out unnecessary words, passive voice and correcting any grammar, spelling and punctuation errors. How would they have written the story differently?
Assessment:
• Given a story with obvious (and less obvious) grammar, spelling, punctuation and style errors as well as incoherent sentences, have students rewrite the copy.

§110.62(2)(F)
Use different forms of journalistic writing such as reviews, ad copy, columns, news, features, and editorials to inform, entertain, and/or persuade
Activities:
• Have students bring three reviews of different lengths to class and evaluate their effectiveness.
• After doing the appropriate background research, have students write a review on the medium of their choice. Have the students exchange and peer edit the reviews, then revise or rewrite as needed.
• After viewing some popular advertisements in a local newspaper, have the students write a paragraph promoting a product or service of their choice.
• Have students write a personal column based on an experience they had or witnessed that made an impact on their lives. Exchange and peer edit their columns.
• Bring in a new administrator or teacher at your school and have the students conduct an interview with him/her. Write a brief news story based on facts and quotes taken from the interview session.
• Conduct a brainstorming session for students to create a list of feature topics that affect teenagers in their daily lives. Have them pick three topics and create a list of sources for interview and research for each. Select the one topic that has the greatest potential and begin preparing questions and gathering facts.
• Have the students finish the sentence, “One day, I was walking along the beach when all of the sudden…. ” They should try to be as descriptive as possible. Ask them to go back and underline the descriptive adjectives and reward those who used the most and best.
• Ask the students to read the news and select a story that impacts them or their peers. Have them write a persuasive editorial then share with the class and select the most convincing to submit to your school publication.
• After writing the persuasive editorial, have students write an editorial of praise, an entertaining editorial and an explanatory editorial relevant to your school or community.
Assessment:
• Given a topic and the appropriate background information (such as that contained on a fact sheet), have students write a review, ad copy, column, news, feature and editorial in an acceptable format that communicates the appropriate message.
Vocabulary:
• review, ad copy, column, feature, editorial
§110.62(3)(A)(B)(E)
Identify the variety of journalistic publications and products such as newspapers, news-magazines, and newsletters; design elements into an acceptable presentation; prepare a layout for publication;

Activities:
- Have students pick a favorite newspaper and write down the distinguishing characteristics of the front page, the news pages, the editorial pages, the feature pages and the sports pages. How can a reader tell the difference by looking at the page? By reading the copy? By looking at the photos?
- Ask students to determine the personality of their school and select a font to create a nameplate or flag for your publication. Be sure to include dateline elements including a Web address, volume, issue number, current date and price. Have them place headlines and body copy in modular units making a front page design. Remind them to include reader services such as a menu or index. The page may or may not have teasers or skyboxes.
- Have students write down the sections into which a sample yearbook is divided. Also have them write down the “theme” or “catch phrase” for that section if there is one and explain how it ties into the section.
- Given a two-page spread in a contemporary magazine, have students sketch the design on a layout sheet using conventional marks for headlines and other display type, body copy, photos and art.
- Using the computer design program of your choice, have the students produce a page or spread using simulated copy and photos. Evaluate this page on functionality and design consistency.

Assessment:
- Given sample stories, photos, headlines and graphics, have students paste-up a page on a layout sheet or computer template. Evaluate this page on commonly accepted design principals, functionality, consistency, readability and uniqueness.

Vocabulary:
- headline, modular design, columnar/grid system design, font, nameplate, flag, dateline, menu, index, teasers, skyboxes, theme, catch phrase, display type

§110.62(3)(C)
Use illustrations or photographs that have been cropped, to communicate and emphasize a topic;

Activities:
- Given a contact sheet (or copy of one), have students select the photo with the best composition to illustrate an assignment. Have them select two subordinate photos to accompany the dominant selected. Crop all photos for use in the publication and write photo captions.
- Given a photograph, have students defend its use in the newspaper or yearbook as it fits a given assignment. Why should this photo be used rather than another? Write a caption that will accompany the photograph.
- Given a layout template, have students select and crop photos whose composition best fit the horizontal and vertical areas. Have the students crop the photos to fit the spaces using the cropping tool within the program used for layout.

Assessment:
- Given a layout with captions, have the students select the best photos to fit the spots both in terms of content, size and shape. Have them crop and place the photos into the appropriate spots.

Vocabulary:
- contact sheet, composition, dominant, subordinate photo, crop, caption

§110.62(3)(D)
Use graphic devices such as lines, screens, and art to communicate and emphasize a topic;

Activities:
- Create a graphic notebook with samples of type according to: serif, sans serif, script or novelty, point sizes of display type, body type and styles of normal, italic, bold or bold italic.
- Have students collect samples of type that is aligned justified, flush left, flush right and centered. Which is the easiest to read in long blocks of text? Why?
- Have students collect graphic samples of initial letters, pulled or breakout quotes, extra leaded lines of type, screened type, screened backgrounds, boxes or lines used for emphasis, infographics, or art.

Assessment:
- Given a block of type all in one size and weight, students should be able to apply given specs for font, size, justification, and leading as well as inserting a pulled quote, an infographic, or piece of art within the block using text wrap commands.

Vocabulary:
- serif, sanserif, script, novelty, point, bold, italic, normal, alignment, justification, typography, leading, initial letter, pulled, breakout quotes, screens
§110.62(3)(F)
Design an advertisement for a particular audience.
Activities:
• Make up a fictitious product or service (such as jelly bird eggs or a travel agency for teens) and have students design an advertisement for it.
• Have the students gather several ads from a newspaper and label the parts of the ad including headline, illustration, copy, logo and price. Discuss the layout of the ad and its focal point.
Assessment:
• Have students evaluate the effectiveness of an ad based on the criteria for a quality advertisement
• Given a product, have students design an ad for it.
Vocabulary:
• advertising, logo, focal point

§110.62(4)(A)
Differentiate between advertising appeals and propaganda;
Activities:
• Have students find an example of propaganda and compare and contrast that with an example of advertising.
• Discussion: How did the Third Reich use propaganda? How had the U.S. government used propaganda to its benefit?
• Is the “infomercial” an example of advertising or propaganda? Why?
Assessment:
• Given an ad or example of propaganda, students should be able to say which is which and defend their decision.
Vocabulary:
• propaganda, advertising

§110.62(4)(B)(C)
Demonstrate understanding of the type of advertising such as classified, display, or public service; and understand general salesmanship in selling student-produced publications.
Activities:
• Using a local newspaper, have the students clip examples of different type of advertising including classified, display and public service. Discuss the differences between the types of ads.
• Provide students with a price list of production costs for an issue of the school newspaper or yearbook. Have them figure the amount of advertising they will need to sell to cover the percentage of costs after sales.
• Have the students study the advertising contract/rate card and become familiar with all costs and sizes of advertising available in the publication. Practice a sales approach for selling an ad to a local merchant.
• The student should prepare several sample ad layouts to use in an ad sales presentation to a local florist for an upcoming newspaper issue. These samples should be placed in the advertising folder along with an introduction letter and advertising contracts on official publication letterhead showing the school name, address and phone number.
Assessment:
• Students should be assigned a target customer and prepare two ads to show in a personal sales presentation. The student should return with documentation that they made the contact and presentation.
Vocabulary:
• classified, display, public service, rate card, column inch
Commonly misspelled words

alot
abundance
accreditation
acknowledgement
acquire
across
address
all right
altogether
amateur
analyze
answer
apparently
appearance
appropriation
argument
arrangement
ascend
athlete
athletics
attendance
audience
basically
beginning
believe
benefited
bureau
calendar
candidate
cemetery
changeable
characteristic
column
commitment
committed
committee
competitive
conceivable
conferring
conscious
courteous
criticism
curiosity
described
descriptive
despite
desk
development
disappearance
disappointed
disastrous
discipline
dissatisfied
desires
ether
eligible
embarrass
eminence
emphasize
entirely
environment
equipment
especially
exhaust
existence
familiar
fascinate
February
fiery
foreign
forty
fourth
government
grammar
grateful
gauge
guarantee
guidance
harass
height
humorous
ignorance
illiterate
immediate
incidentally
incredible
indispensable
inevitable
intelligence
interesting
irrelevant
irresistible
judgment
knowledge
laboratory
leisure
liaison
library
license
lightning
maintenance
maneuver
mathematics
medieval
minute
mistake
mischievous
mischievous
necessary
neighbor
noticeable
noticelessly
occasionally
occurred
occurrence
omitted
optimistic
pamphlet
parallel
particularly
pastime
perseverance
personnel
perspiration
phenomenon
physically
playwrights
politics
possession
practically
precede
precedence
preferred
prejudice
privilege
proceed
professor
pronunciation
publicly
questionnaire
quiet
receive
recommend
reference
referred
relevant
repot
repetition
restaurant
rhythm
ridiculous
roommate
sandwich
schedule
secretary
seize
separately
severe
similar
sincerely
sophomore
subtly
success
surprise
thorough
tragedy
universally
usually
vacuum
vendage
villain
weird
whether
writing

Frequently confused and misused words

accept: to receive
except: to exclude
capital: the city or
wealth and resources
capitol: the building
where lawmakers
meet
chest of drawers: not
chester drawers
compliment: an ap-
proving remark
complement: some-
thing that com-
pletes or perfects
something
couldn't care less:
be sure to make
it negative NOT I
could care less
couldn't have: not “could
of”
council: governing
group
counsel: to give advice
desert: a dry, sandy
region
dessert: a sweet that
comes at the end of
a meal
desires
ether
eligible
embarrass
eminence
emphasize
entirely
environment
equipment
especially
exhaust
existence
familiar
fascinate
February
fiery
foreign
forty
fourth
government
grammar
grateful
gauge
guarantee
guidance
harass
height
humorous
ignorance
illiterate
immediate
incidentally
incredible
indispensable
inevitable
intelligence
interesting
irrelevant
irresistible
judgment
knowledge
laboratory
leisure
liaison
library
license
lightning
maintenance
maneuver
mathematics
medieval
minute
misstep
necessary
neighbor
noticeable
noticelessly
occasionally
occurred
occurrence
omitted
optimistic
pamphlet
parallel
particularly
pastime
perseverance
personnel
perspiration
phenomenon
physically
playwrights
politics
possession
practically
precede
precedence
preferred
prejudice
privilege
proceed
professor
pronunciation
publicly
questionnaire
quiet
receive
recommend
reference
referred
relevant
repot
repetition
restaurant
rhythm
ridiculous
roommate
sandwich
schedule
secretary
seize
separately
severe
similar
sincerely
sophomore
subtly
success
surprise
thorough
tragedy
universally
usually
vacuum
vendage
villain
weird
whether
writing

TAJE
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Guide
its: possessive form of it
it’s: contraction of it is
knew: past tense of know
new: not old yet
less: not as great in amount or quantity (of something that cannot be counted)
fewer: not as great in number
Ex.: There is less wind today. The drought meant there would be fewer watering holes for the cattle.
lie: an intransitive verb meaning to recline or rest on a surface
lay: a transitive verb meaning to place or put
Hint: Chickens lay eggs. I lie down when I’m tired.
loose: unrestrained
lose: to be unable to find or to be deprived of
moral: ethical
morale: spirit
peace: calmness
piece: part
principal: main, primary, administrator at a school
principle: standard or rule of truth
preceed: to come before
proceed: to commence or continue
quiet: not loud, silent
quite: greatly
role: a part to play
roll: to turn
set: a transitive verb meaning to put of
place
sit: an intransitive verb meaning to be seated.
Hint: The cat sat in the corner. She set the book on the table.
stationary: non moving, in one place
stationery: writing paper
supposed to: do not omit the “d”
than: word used to introduce the second element in a comparison
then: at that time in the past; next
to: toward; as far as too: also, extremely
two: the number after one

1. Addition
again
also
and
at last
at the same time
besides
equally important
finally
further, furthermore
in addition in conclusion
moreover
next
second, secondly

2. Chronological Order
after that
again
as
at last
at length
at once
at the same time
before
finally
immediately
in the end
in the interim
later
meanwhile
next
now
soon
when
while

3. Comparison
in like manner
likewise
similarly
in contrast
in spite of, de- spite
it is true
nevertheless
notwithstanding
on the contrary
on the other hand
still
yet

4. Contrast
after all
although, though
at the same time
but
for all of that
however
in any event
indeed
in fact
in other words
in particular
specifically
that is

5. Explanation
for example
for instance
incidentally
indeed
in fact
in other words
in particular
specifically
that is

6. Place
adjacent
among
at the same place
beside
between
beyond
here
near
next to
opposite
on the other side
there

7. Purpose
for this purpose
for this reason
in this regard
with this regard
with this in view
with this object

8. Reasons
also
another
another reason
because
certainly
finally
for example
however
in any event
indeed
in fact
in other words
in the same way
in this manner
likewise
most important
one reason on
the contrary
therefore
to illustrate

9. Sequence
after that
also
as
finally
first
in addition
later
last
meanwhile
next
second

10. Summary
in brief
in conclusion
in essence
in short
in sum
on the whole
to summarize
to sum up

Transition words

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**Glossary**

5 W's & H
The essentials of any story: who, what, when, where, why and how.

**ACADEMICS**
A section of the yearbook devoted to coverage of classroom events.

**ADS**
Paid advertising. This can be a section of the yearbook or advertising in a newspaper. Separate from objective, journalistic coverage of student life, academics, clubs, sports and people.

**ADVERTISING**
Space in a publication sold to businesses. Display ads usually contain headlines, illustrations, copy, a call for action and information to identify the business; classified ads are set small with little decoration.

**ALIGNMENT**
Refers to the justification of text at its margins; left, right, centered or justified.

**ATTRIBUTION**
The part of a text block which tells the reader who made an opinionated statement quoted by the writer; the most common verb for attribution is “said.”

**BACKGROUND**
Research done before interviewing that allows the reporter to ask questions that can only be answered by a source.

**BLEED**
A photograph that extends to the edge of a piece of the paper on which it is printed. Only possible in trimmed publications such as yearbook or on a newspaper double-truck.

**BODY COPY**
See text.

**BOLD**
Type which appears darker than surrounding type of the same family.

**BYLINE**
Copy that indicates who wrote a story, for example: “By John Doe.”

**CAPTION**
The portion of a layout which explains what is happening in a photograph. Captions are placed touching the photograph. Called cutlines in newspaper. Often includes a kicker and photo credit. Cutlines are usually short and to the point while yearbook captions are written like mini-stories.

**CLUBS**
A yearbook section devoted to coverage of club activities, particularly school-sponsored, non-athletic organizations.

**COLOPHON**
A statement that appears at the end of the publication indicating the publication’s technical specifications including number of pages, fonts used, cost, type of paper, colors of ink, etc.

**COLUMN**
A vertical division of a layout which aids in giving structure to a page.

**COLUMN/INCH**
A unit of measurement for ads with columns being the horizontal measure and inches the vertical; primarily used in newspapers which bill ads by the column/inch

**COMPOSITION**
Part of the criteria on which a photograph is judged, very subjective; includes the Rule of Thirds, which indicates that the subject of a photograph should not be placed in the center; see also Technical Quality.

**CONFLICT**
An element of news that involves tension, surprise and suspense.

**CONSEQUENCE**
An element of news that refers to the impact an event will have on an individual. The greater the consequence, the more likely a story will be included and a reader will read the story.

**CROPPING**
The act of selecting a portion of the original image for publication. It may be enlarged or made smaller.

**BYLINE**
Copy that indicates who wrote a story, for example: “By John Doe.”

**DEADLINE**
The time when a completed assignment is due or pages are to be sent to the printer.

**DECORATIVE TYPE**
Decorative typefaces which are not used for typical headlines or text. Better used for accent. Decorative fonts should be used limitedly.

**DESKTOP PUBLISHING**
Technology that allows a publication to be produced entirely on personal computers including writing stories, producing graphics and composing pages including importing photographs.

**DIRECT QUOTATION**
See quotation

**DISPLAY TYPE**
Letters that are printed larger than 14 points and which serve to grab the reader’s attention. Headlines and subheads are set in display type. Also see text.

**DOMINANT**
The largest photography on a layout.

**EDITOR**
The person who has overall responsibility for the publication.

**EDITORIAL**
A type of story which serves to express an opinion and encourage the reader to take some action.
ETHICS

FACT
A statement that can be proven. Not an opinion.

FEATURE
A type of story written with some interpretation and detail that goes beyond just reporting the facts. These stories could be human interest, how-to stories etc.

FLAG
See nameplate.

FONT
A group of letters designed similarly; for example: Helvetica, Garamond

FONT FAMILY
Fonts that are designed to be used together; for example: Times, Times Italic, Times Bold, Times Condensed etc.

GRID SYSTEM
A system of layout in which the page is divided into units narrower than typical column design.

HAMMER
A form of headline consisting of a few very large words over a smaller subheadline.

HAZELWOOD
Refers to a Supreme Court ruling (Hazelwood School District v. Kuhlmeier, 484 U.S. 260) in 1988 that was the first censorship case involving a school-sponsored high school publication to reach the Supreme Court.

HEADLINE
The portion of a page layout with large type designed to summarize a story and grab the reader’s attention.

HUMAN INTEREST
An element of news that includes people or events with which the audience can identify; stories that are interesting.

INDEX
A reader service in a yearbook that enables readers to quickly find people photographed or quoted. It also includes listings of teams, organizations, ads and topics in this alphabetized assistant. An index also a reader service on the front page of newspaper telling where to find certain information within the publication.

INDIRECT QUOTE
See quotation.

INITIAL LETTER
An oversized character used at the beginning of a block of text to draw the reader in.

INTERVIEW
A question and answer session between a reporter and source used to get information for a story.

INVERTED PYRAMID
A style of writing most commonly applied to news stories in which the most important facts appear early in the story and less important facts later in the story. The copy at the end of the story can easily be cut to fit the space.

ITALIC
Type with a less formal look and more slant than normal type.

JUSTIFICATION
See alignment.

KICKER
A form of a subhead that is typically placed above the main headline; shorter than the main head. Also a short (one to three word) statement at the beginning of a caption that serves as part of a caption to grab the reader’s attention.

LEAD
The beginning of a story which serves to summarize the story and/or grab the reader’s attention.

LEADING (pronounced led-ing)
The space between lines of text measured in points. Type set 10/10 has no leading while type set 10/12 has two points of leading.

LIBEL
Written defamation; damaging false statements against another person or institution that appear in writing or are spoken from a written script.

MASTHEAD
See staff box.

MENU
See index.

MODULAR DESIGN
A design technique that places a headline, story and related elements within a rectangular block.

NAMEPLATE
The name of the newspaper that usually appears at the top of page one.

NEWS
Information delivered about an event of interest to the public shortly after the event has occurred.

NORMAL
Type printed with no emphasis; used for body text.

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OP-ED
Opinion/Editorial; refers to the pages in a publication that express the opinion of the writer in the stories.

OPEN FORUM
Hazelwood ruled school newspapers to be an open forum if either “by policy or by practice” a student paper had been opened as a forum for student expression, and student editors had control over content.

OPINION
A statement which cannot be proven. Must be attributed when published as part of a story other than an editorial.

ORIGINALITY
Work that is new and which has not been seen in its present form.

OVERLINE
A smaller headline set over the main headline that is approximately the same length as the main headline.

PASTE-UP
A layout ready to be submitted to the printer.

PEOPLE
A section of the yearbook devoted to coverage of individuals containing their portraits; also called the “mug” or “portrait” section.

PHOTO CREDIT
Part of the photo caption which states the name of the photographer or the organization responsible for the photograph.

PHOTO EDITOR
A person designated to supervise the photography of a publication and staff photographers; ensures that all assignments are covered and completed on time; works with editor to select best images for publications.

PICA
One-sixth of an inch. A printer’s measurement used primarily for column widths.

PLAGIARISM
Presenting the works of another as your own.

POINT
One seventy-second of an inch. A printer’s measurement used primarily for measuring type and leading (72 points = one inch).

POINT SIZE
See size.

PRIVATE CITIZEN
A person who has the right to be free from unwarranted publicity; the right to privacy has been recognized as a constitutional right by the U.S. Supreme Court [Time, Inc. v. Hill (385 U.S. 374, 87 S. Ct. 534 (1967))]. A private citizen can become a temporary public figure by some action he/she performs. For example, someone who saves the life of someone else may temporarily be a public figure.

PRODUCTION EDITOR
A person designated to supervise the production of a publication; ensures design consistency; serves as liaison between the staff and the people printing the pages.

PROXIMITY
An element of news that refers to the geographic nearness of the event to the publication’s audience.

PUBLIC FIGURE
Prominent individual who has voluntarily thrust themselves into the limelight.

QUOTATION
A statement made by another person included in a published story. A direct quote is exactly what a person said and appears inside quotation marks. An indirect quote paraphrases what a person said and does not appear inside quotation marks.

RAIL
A grid (mini-column) left open to draw attention to elements next to it.

RATE CARD
A document that lists the advertising policies and rates for a publication including deadlines for all ads.

REPORTER
A person who researches and generally writes stories as assigned by editors.

REVIEW
A form of editorial written to comment and evaluate an art form such as a play, painting, movie, piece of music, book, food, etc.

SANS SERIF
Type with no feet or extensions on the letters which is easier to read in large sizes. Example, Arial, Helvetica.

SERIF
A foot or extension on the ends of certain letters which make the type easier to read at text sizes. Example, Times, Palatino.
SIZE
Generally refers to the height of type measured in points. Typically body copy or text is 9 or 10 point. Caption type may be the same size or smaller. Headlines are usually 14 point or larger.

SLANDER
Spoken defamation; damaging false statements against another person or institution that are spoken.

SPORTS
A section of the yearbook or pages of the newspaper devoted to coverage of sports groups including both game and feature coverage.

SPREAD
Two facing pages in any publication that are designed as one unit.

STAFF BOX
A box containing the names of the staff members, editors and adviser of a publication as well as the principal of the school; usually includes the phone number of the publication and a statement of policy.

STAFF MANUAL
A handbook for members of the publication’s staff that contains a style guide, a design guide and policies for for the newspaper on a variety of topics. A staff manual should outline staff behaviors in the event of certain things happening; for example: a death, arrest, what can and cannot be included in advertising, etc.

STORY
A block of text on a single topic beginning with some form of lead followed by the body that contains quotations and transitions.

STUDENT LIFE
A section of the yearbook devoted to coverage outside of the classroom related to student activities, including those that are not school related.

STYLE
A consistent approach to the presentation of a publication including the design and writing.

SUBHEAD
A smaller headline set near the main headline that adds information.

TECHNICAL QUALITY
Refers to the qualities in a photo which result from things other than composition, including exposure and/or proper development.

TEXT
A story. Also called body copy; usually set in 9-12 point type.

THEME
A phrase, graphic element or design that serves to unify a publication.

TIMELINESS
An element of news that involves events that are new or current; by definition, news must be timely.

TINKER
Refers to a Supreme Court ruling (Tinker v. Des Moines (1969) which said students were entitled to freedom of expression in school as long it didn’t cause disruption. While this ruling specifically spoke to wearing armbands to show lack of support for the Vietnam War, it was widely interpreted to include school publications.

TRANSITION
The portion of a story which helps the reader move from one point to the next. Transitions serve three purposes;

to help the story flow, to add information and to explain other items in the story.

TRIPOD
A form of headline consisting of a large, main headline usually consisting of one or two words followed on the side by a two or three-line headline that adds details.

TYPOGRAPHY
The study of type.

UNDERLINE
A smaller headline set under the main headline that is approximately the same length as the main headline.

WICKET
A form of subheadline that consists of several short lines generally placed above the main headline.

WILD ART
Artwork or photos run in publications without related stories; often feature-oriented.

YEARBOOK
A book containing stories and photographs that serves to document the year.

YELLOW JOURNALISM
A sensational brand of journalism given to hoaxes, altered photos and frauds popular in the 19th century; era of Joseph Pulitzer and William Randolph Hearst.

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• Susan Komandosky, Round Rock HS (Round Rock, TX)
UPDATE (1997)
• Susan Roberts, LaPorte HS (LaPorte, TX)
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• Janet Elbom, Johnston HS (Austin, TX)

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AP Style

CAPITALIZATION
Do not capitalize
• names of classes: freshman, sophomore, junior, senior
• names of school subjects unless it is the official course titles or the name of a language. Example: math, Algebra I, science, Biology II
• the word varsity
• district or state when referring to sports unless referring to a specific meet in its complete official title. Example: The 32 5-A District Meet but not the district track meet.
• a.m. and p.m.
• words that are not proper nouns
Do capitalize
• the name of athletic teams: Hawks, Cardinals, but not football team, varsity soccer team
• college degrees when abbreviated after a name but not when spelled out. Use bachelor’s, master’s, doctorate rather than saying “She has her B.A.”

ABBREVIATIONS
Do abbreviate
• names of colleges in your area or that have been previously mentioned in a story. Abbreviate names in all caps with no periods (UT, SMU, TCU)
• states when preceded by the name of a city. (Exceptions: All states with five or fewer letters and Alaska and Hawaii).
Abbreviations are found in the AP Stylebook. DO NOT use U.S. Postal Service abbreviations
• United States when it is an adjective. Spell it out when it is a noun.
• Months when they are followed by a date. Months with no abbreviated form are March, April, May, June, July.
• versus as vs. (with a period)
Do not abbreviate
• state names that stand alone
• days of the week.
Other rules
• Lower case abbreviations: a.m. and p.m., c.o.d., mph
• Use all caps without periods of accepted and well known abbreviations: PTA, NHS.
• Avoid referring to an organization by abbreviations when it is not commonly known. Instead of Students Against School Rules (SARS), refer to the group as the anti-rule group or something else that makes it easy for the reader to understand.
• Use the numeral and the word cents for any amount less than a dollar.
• For even amounts of money or times, eliminate the extra zeros. $10, 7 p.m.
• Spell out fractions.
• Use noon and midnight rather than 12 a.m. and 12 p.m.
• When writing out a date span, use a hyphen instead of the word to: April 11-30.

PUNCTUATION

Apostrophe
• Use an apostrophe to indicate possession in singular and plural nouns that do not end in s. boy’s shorts, Margie’s books, Francis’s telephone.
• Use an apostrophe to indicate omitted letters or numbers: ’03-04 school year.
• Do not use an apostrophe behind a year unless you are showing possession.
• The possessive form of personal pronouns such as its and yours do not need an apostrophe.
Comma
• In a series, don’t use them before an “and.”
• Use one in a sentence after a conjunction if the part of the sentence following the comma would be a complete sentence (it must have its own subject).
Exclamation point
• Do not use exclamation points.

MISCELLANEOUS
• Use the word “said” instead of commented, related, stated etc. The only exception to use of the word “said” is if it is truly descriptive. The coach screamed, the teen whispered, etc.
• Place the attribution at the end of short quotes or in the middle of two or more sentences.
• Place the attribution in subject verb order. He said, she said.
• Don’t end with a summary or a conclusion or an editorial statement.
• Avoid passive voice (and “to be” verbs).
• Spell out percent as one word.
• Avoid partial quotes, but don’t be afraid to paraphrase. If you can say something clearer and better, do it.
• Use quotes for reactions rather than to state facts.

For other uses, please consult an AP stylebook. It’s a good idea to look up brand names, store names and the like to make sure you are correct. Be consistent.

Here is a list of the most common items high school students are likely to encounter when addressing style issues.

INTERNET
• Capitalize Internet and Web and World Wide Web.

TAJE Journalism Curriculum Guide
Publication spread planner

What will my reader want to know? Why should my reader care?

How will I tell him?

Story:

Other coverages:

Quick read menu

<table>
<thead>
<tr>
<th>Topic:</th>
<th>Angle:</th>
<th>Main headline idea:</th>
<th>Subhead idea:</th>
</tr>
</thead>
<tbody>
<tr>
<td>What will my reader want to know?</td>
<td>Why should my reader</td>
<td>know? Why should my reader care?</td>
<td></td>
</tr>
<tr>
<td>How will I tell him?</td>
<td></td>
<td>How will I tell him?</td>
<td></td>
</tr>
<tr>
<td>Story:</td>
<td></td>
<td>Story:</td>
<td></td>
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<tr>
<td>Other coverages:</td>
<td></td>
<td>Other coverages:</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Quick read menu</th>
<th></th>
<th>Other coverages:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Quote collection</td>
<td>A series of comments on a topic by newsmakers or students</td>
<td></td>
</tr>
<tr>
<td>Opinion poll</td>
<td>A sampling of opinion gathered scientifically</td>
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</tr>
<tr>
<td>Fast-fact box</td>
<td>Lists of information that give the reader a quick look at salient info</td>
<td></td>
</tr>
<tr>
<td>Big box</td>
<td>Brief profiles of people or organizations, often in list form and organized by key characteristics</td>
<td></td>
</tr>
<tr>
<td>Dewars profile</td>
<td>Random question and answers</td>
<td></td>
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<tr>
<td>Ask an individual to show personality</td>
<td>Q&amp;A: Recreates a verbatim dialogue between the reporter and the newsmaker</td>
<td></td>
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<tr>
<td>List: A series of names, facts, etc.</td>
<td>Map: A visual way to give geographical information to readers</td>
<td></td>
</tr>
<tr>
<td>Quiz: A list of questions that provide</td>
<td>Diagram: A plan or drawing that shows how something works or explains key parts</td>
<td></td>
</tr>
<tr>
<td>a chance for the reader to interact with</td>
<td>Step-by-step guide: Breaks down a complex process by taking a reader through it one step at a time</td>
<td></td>
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<tr>
<td>the story</td>
<td>Timeline: A chronology of events</td>
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<tr>
<td>Glossary</td>
<td>Ratings: A list of items that lets critics make predications or evaluations</td>
<td></td>
</tr>
<tr>
<td>Checklist</td>
<td>Fever or line chart: Measure change over time by plotting points on a graph</td>
<td></td>
</tr>
<tr>
<td>Dewars profile</td>
<td>Bar chart: Compares two or more items visually through side-by-side columns. (Columns can be art that represents the topic)</td>
<td></td>
</tr>
<tr>
<td>Quick read menu</td>
<td>Pie chart: Compares parts that make up a whole, usually in percentages</td>
<td></td>
</tr>
</tbody>
</table>

The visuals

<table>
<thead>
<tr>
<th>Design concept</th>
<th></th>
<th>Other coverages:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Photography plan:</td>
<td>Location shot</td>
<td>Other coverages:</td>
</tr>
<tr>
<td>Dominant</td>
<td>Group shot</td>
<td>Other coverages:</td>
</tr>
<tr>
<td>Supporting photos</td>
<td>Close ups</td>
<td>Other coverages:</td>
</tr>
<tr>
<td>Parts of the whole</td>
<td></td>
<td>Other coverages:</td>
</tr>
</tbody>
</table>

created by Judy Babb for use in classrooms, not for use at workshops
Resources

Associated Press Stylebook and Briefing on Media Law, 40th ed. Norm Goldstein, editor
This is the working journalist’s bible — the authoritative word on the rules of grammar, punctuation and general meaning and usage of more than 3,000 terms. Sections cover media law, sports, business, photo captions, Internet guidelines, punctuation and a bibliography.

The Art and Craft of Feature Writing.
Blundell, William
Blundell sees reporting and writing as one exercise, Good reporting begets good writing. begins with critical thinking about your subject, which, if done well, brings strong focus and organization to your story.

Words on Words.
Bremner, John B.
This book is an invaluable, witty, trenchant resource. If you're looking for a writing/grammar guide that gets to the root of language — to the etymology of the words we leverage day-in and day-out — then you’ve found it.

Journalism Kids Do Better.
Dvorak, Jack.
This book is a study of quality journalism programs and how students in them score better than students in AP classes.

Scholastic Journalism, 11th ed
C.DowTate, Tom Rolnicki and Sherri Taylor
A comprehensive textbook and guide for high school journalism students, teachers, and advisors. This 11th edition includes updated information on the dynamic changes taking place in the field.

Reporting for the Print Media.
5th Ed.
Fedler, Fred.

The Sports Writing Handbook.
2nd ed.
Frensch, Tom.
The only book ever written that analyzes sports writing and presents it as “exceptional” writing and shows aspiring sports writers a myriad of techniques to make their writing stand out.

Modern Journalism Workbook.
1993.
Ferguson, Donald, Jim Patten.

Journalism Today. 6th ed.
Ferguson, Donald, Jim Patten and Bradley Wilson.

Writing the News: A Guide for Print Journalists.
3rd Ed.
Fox, Walter.
This edition continues the tradition by providing beginning journalists with a clear and concise introduction to the craft of newswriting. The new edition includes a section on the increasingly popular narrative form of the feature and an expanded chapter on news style.

The Adviser’s Companion

High School Journalism. 34rd Ed.
Hall, Homer.
Includes a brief history of American journalism and discusses the duties of a journalist, styles of writing, the parts of a newspaper, newspaper and yearbook design, photography, and careers in journalism.

Getting Started in Journalism.
2nd Ed.
Harkrider, Jack.

Newspaper Designer’s Handbook, 5th ed.
Tim Harrower
In this must-have book, Harrower begins with the basic building blocks of newspaper design — headlines, texts, photos and cutlines — and moves on to the more advanced teasers, logos, charts and graphs. Chapters cover four-color design and designing online media. A CD-ROM contains exercises to reinforce the concepts in the text.

The Coverage of Interscholastic Sports
Bobby Hawthorne
This major revision of Bobby Hawthorne’s text covers the entire spectrum of high school sports coverage, writing and photography. Packed with excellent examples, the book is a perfect complement to Hawthorne’s The Radical Write.
88 pages / paper / 2001 ISBN None / ILPC

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The Radical Write, 2nd ed.
Bobby Hawthorne
A humorous, no-holds barred examination of the content of student publications, this bestselling text suggests alternatives to the content cliches that dominate high school journalism. Both newspaper and yearbook writing are covered. 216 pages / cloth / 2003 ISBN 0966517636 / Jostens, Inc.

The World's Best and Easiest Photography Book, 6th Ed.
Hughes, Jerry
In this appropriately titled volume, Hughes offers a full range of photographic principles and boils them down to the very basic concepts. Each explanation and tip is accompanied by illustrations, making the book an excellent primer for beginners. In addition, many of the concepts designed for still photos can easily apply to home video.

Rights, Restrictions and Responsibilities: Legal and Ethical Issues for the Yearbook Journalist

Championship Writing: 50 Ways to Improve Your Writing
Paula LaRocque
This is a fun-to-read guide to writing well by a master writing educator. Learn how to write graceful, concise sentences, how to make your writing speak to readers, and how to add flair to your writing. Whether you write professionally or just for pleasure, you will learn tips that will enhance your writing for the rest of your life.

Law of the Student Press. 2nd Ed
This thorough handbook, written with clarity and verve, can help journalists to avoid legal pitfalls and gain access to information...[while providing them] with tools to fight for a free press and a free society.. 269 pages / 1994 ISBN 0964357402, Student Press Law Center


Graphic Design Tricks and Techniques
Nelson, Lycette.

Write to be Read: A Practical Guide
Patterson, Benton Rain. to Feature Writing.

Digital Photography: The Camera
Brian Ratty
This program, for those new to digital cameras, has 14 educational chapters covering f-stops and shutter speeds, digital history, how digital works, choosing and using a digital camera, files and memory, using light, lenses, depth of field, exposure control and more. Text files include a 22-page teacher's guide, quick quiz, list of key terms and a digital photography glossary. 98 minutes / DVD / 2003 / ISBN None / Media West

Writing and Reporting the News: A Coaching Method
Rich, Carole

Best Newspaper Writing 1997 (Is published yearly)
Scanlan, Christopher.

Springboard to Journalism. 5th ed. Ed. Helen F. Smith


The Newswriter's Handbook
Stein, M.L. and Susan Paterno. Reflecting the fast-changing world of print journalism, the book is fully updated and expanded. From spot or hard news to features, news features, editorials and opinions, the Newswriter's Handbook shows how to develop news judgment, how to write accurately and fairly, how to organize a story and write it clearly, how to handle the complexities of honesty and ethics. 332 pages / 1998. ISBN 0813827213 Iowa State University Press.

Non-Designer's Design Book, 2nd ed.
Robin Williams
Robin Williams wrote this for people with no formal training in design who find they now need to design pages. Follow her basic principles and your work is guaranteed to look more professional, organized, unified and interesting. Witty and easy to read, this book is full of practical information, exercises and quizzes. You'll never look at a page in the same way again.

Peggy Miller created the Journalism I Curriculum Guide. Judy Babb added several pieces and edited and designed the guide.

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MacArthur HS, San Antonio

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The curriculum offers an opportunity to add deeper, more specialized media experience through the selection of electives, including app
development, virtual reality journalism and native content for social media. Students have the opportunity to take 12 units of upper
division electives from the following: JOUR 310 Investigative Reporting (4) Reportorial and analytical skills and techniques required for
portraying and evaluating contemporary newsworthy events; lectures, discussions. Prerequisite: JOUR 307. JOUR 311 Multi-Platform
Editing (4) Copyediting, headline writing, Search Engine Optimiz The Journalism summer minor at UC Berkeley is designed to give
students hands-on training in improving and modernizing their skills across a wide range of communication media, including narrative
writing and reporting, web skills, social media, photography and video, and audio reporting and production. Students must submit a
Completion of the Undergraduate Minor in Journalism form at the start of their final course in the minor sequence.