



# **Journalism Standards for ELA Publications**

## **Georgia**

## **Standards of Excellence (GSE)**

### **HIGH SCHOOL**

### **Grade 9 – Grade 12**

## HIGH SCHOOL (9 – 12)

### GRADE 9-12

#### Journalistic Laws & Ethics

LE

#### Key Ideas and Details

*Students understand and apply knowledge of legal and ethical principles related to the functioning of a free and independent press.*

Students will be able to:

- ELAGSEJ.LE1 Understand and be able to apply the principles behind the Society of Professional Journalists' (SPJ) official code of ethics:
- To seek truth and report it.
  - To do no harm.
  - To act independently.
  - To be accountable and transparent.
- ELAGSEJ.LE2 Gain a working knowledge of Supreme Court cases that have affected journalism, including but not limited to the scholastic (student) press:
- Tinker v. Des Moines
  - Bethel v. Fraser.
  - Hazelwood School District v. Kuhlmeier.
  - Morse v. Frederick.
  - Times v. Sullivan
- ELAGSEJ.LE3 Recognize and analyze rights and responsibilities guaranteed by the First Amendment of the Constitution of the United States.
- Develop an understanding of protected and unprotected speech as it applies to scholastic journalism.
  - Study the interrelationships among the five freedoms: speech, press, religion, assembly and petition.
- ELAGSEJ.LE4 Examine and apply the SPJ principles regarding professional and ethical issues involved in the visual and design fields.
- Understand the consequences of images used out of context.
  - Provide proper image attribution in all publications.
  - Use ethical photo editing.
  - Discuss the term “historical responsibility” and recognize a journalist’s historical responsibility to depict reality.

- ELAGSEJ.LE5 Recognize the differences between legal statutes and ethical obligations.
- Understand copyright law as applied to journalism.
  - Discuss plagiarism and fair use.
  - Differentiate libel, slander, and defamation, especially concerning public figures.
  - Study privacy concerns and confidentiality codes.
- ELAGSEJ.LE6 Develop a level of Information Literacy.
- Confidently identify reliable sources across different mediums.
  - Analyze a variety of media sources for authenticity, validity and reliability.
  - Explore the relationship of content to audience, purpose, medium.
  - Consider the elements of news and their relationship: consequences, conflict, proximity, timeliness, prominence, human interest and impact.
  - Provide balanced coverage, fair and accurate reporting, proper attribution, truthfulness, and credibility.
- ELAGSEJ.LE7 Gain and utilize a clear understanding of current technological aspects of digital resources including social media.
- Understand how and when to use social media as a source including verification and obtaining permission.
  - Recognize how your own use of social media affects your credibility as a journalist.
  - Make a clear connection of the conflict between timeliness (being first) and accuracy (being correct).
- ELAGSEJ.LE8 Gain and utilize a working vocabulary regarding law and ethics in the journalism field.

## Journalistic Research & Writing

RW

### **Key Ideas and Details**

*Students progress through the stages of the writing process, writing clear, coherent content that demonstrates well-researched information, appropriate journalistic structure and style, and a logical and concise flow of ideas.*

Students will be able to:

- ELAGSEJ.RW1 Recognize or make decisions for publication content through news analysis, surveys, research reports, statistical data, and/or audience feedback.
- ELAGSEJ.RW2 Produce content that meets professional and community standards (as defined by Hazelwood vs. Kuhlmeier 1988). All content will include:
- a. Proper grammar and conventions of writing.
  - b. Adequate research.
  - c. Clear and concise writing.
  - d. Unbiased/unprejudiced information and materials.
  - e. No vulgar or profane language or images.
  - f. Suitability for the audience and alignment with the community standards.
- ELAGSEJ.RW3 Identify and utilize print and nonprint information sources appropriate for given journalistic purposes.
- a. Synthesize information and ideas from multiple sources.
  - b. Apply criteria (e.g. bias, authoritativeness) for evaluating and selecting information sources.
  - c. Appropriately attribute credit to all referenced sources.
  - d. Refine skills for gathering and organizing information and for using news judgment and adhering to ethical standards in various journalistic contexts.
  - e. Explore the appropriate use of unnamed sources.
- ELAGSEJ.RW4 Develop and employ effective interview skills and practices.
- a. Research background information for subject and source.
  - b. Formulate questions that elicit valuable information.
  - c. Observe and record details during the interview.
  - d. Effectively begin (identify yourself as a journalist) and conclude the interview (e.g. on-the-record v. off-the-record).
  - e. Confirm information before writing the story.
  - f. Keep dated notes and/or interview recordings on file.
- ELAGSEJ.RW5 Exhibit knowledge of the structure of journalistic writing.
- a. Follow the stages of writing and editing as they apply to the production process.
  - b. Format types of writing as applicable to publication purpose.

- c. Demonstrate skills for writing leads, bodies of stories of various structures (e.g. inverted pyramid, chronological), headlines, and captions.

ELAGSEJRW6 Acquire a thorough knowledge of the Associated Press Stylebook (AP Style).

- a. Know the most common rules for grammar and usage as defined by AP style (e.g. abbreviations, capitalization, spelling and numerals).
- b. Gain a working knowledge of how to use the AP stylebook as a resource during the writing process.
- c. Adopt and apply the current standards of AP style to journalistic writing.

ELAGSEJ.RW7 Recognize, use and/or develop staff-based style manuals for directing publication design.

ELAGSEJ.RW8 Gain and utilize a working vocabulary regarding journalistic writing and research.

## Technology & Visual Design

TVD

### Key Ideas and Details

*Students select and use appropriate technological devices to implement design standards in the creation of effective, aesthetically pleasing media formats for publication.*

Students will be able to:

ELAGSEJ.TVD1 Create and produce a product that adheres to basic design elements.

- a. Explore the role typography plays in the visual impact on the reader.
- b. Choose color to generate the appropriate emotions.
- c. Utilize space effectively to attract the viewer's attention.
- d. Use the size of various elements to add impact.

ELAGSEJ.TVD2 Create, produce, or evaluate images in an honest manner (e.g. photos, photo illustrations, videos, graphics) that accompany copy, enhance readability and appeal to a variety of audiences.

- a. Choose appropriate technology or devices to support design choices.
- b. Understand and apply the rules of photo composition to all images.

- c. Understand and apply appropriate camera settings.
- d. Recognize the impact of color choice on the audience.
- e. Develop a working knowledge of the importance of resolution.

ELAGSEJ.TVD3 Identify and understand the basic capabilities of industry standard page layout, raster-based photo manipulation and vector-based software applications as they apply to the publication.

ELAGSEJ.TVD4 Implement core computer skills.

- a. Understand how to access and use appropriate software.
- b. Competently organize, store, and retrieve digital files.
- c. Connect and use peripheral devices when needed.
- d. Maintain security with passwords and with technology access.

ELAGSEJ.TVD5 Demonstrate an awareness of contemporary and historical developments as it relates to publication content.

ELAGSEJ.TVD6 Gain and utilize a working vocabulary regarding technology and visual design in the journalism field.

## **Publication Management & Organization PMO**

### **Key Ideas and Details**

*Students manage and complete the publication process as a team, applying appropriate skill sets to be productive in a changing technological, diverse workplace to be able to work independently and apply teamwork skills.*

Students will be able to:

ELAGSEJ.PMO1 Devise and carry out long-term and short-term plans and deadlines.

- a. Create a flexible plan to complete a publication or project on deadline.
- b. Track progress toward deadlines, making adjustments as necessary.
- c. Demonstrate an understanding of the importance of developing a project from concept through completion.
- d. Plan and model time management skills at both the individual and team levels.
- e. Synthesize information from school calendars, publication staff strengths and weaknesses, and publication needs to structure class assignments.

- ELAGSEJ.PMO2 Utilize teamwork and peer leadership.
- a. Recognize, employ, and oversee successful strategies for production.
  - b. Emulate an engaging workplace environment.
  - c. Utilize strategies to identify problems, solve problems, and instigate the changes to prevent the problem's recurrence.
  - d. Develop the ability to give and receive constructive feedback.
- ELAGSEJ.PMO3 Practice business of journalism.
- a. Understand and review the financial aspects of publication including cost analysis, budgeting accordingly and making modifications as needed.
  - b. Keep accurate records concerning finances.
  - c. Develop and implement marketing strategies and what will work for the specific publications.
  - d. Track and effectively evaluate results of marketing campaigns.
- ELAGSEJ.PMO4 Demonstrate proper use and care of equipment and materials.
- ELAGSEJ.PMO5 Acquire knowledge of file management and apply accordingly.
- ELAGSEJ.PMO6 Examine scholastic and professional press organizations as resources for student journalists.
- ELAGSEJ.PMO7 Gain and utilize a working vocabulary regarding publication management and organization in the journalism field.