**KSDE** 

Arts, AV Technology and Communication Career Cluster Pathway (CIP CODE: 09.0702): AV Communications

Course KCCMS #: 30100

# 21<sup>st</sup> Century Journalism

Competency Profile Sheet

21<sup>st</sup> Century Journalism promotes the development of the skill set needed today and in the future. Topics include an exploration of the role media and the communications industry has in society, the development of the technical skills related to journalistic writing and interviewing, as well as understand the ethical and legal issues related to the field.

Enrollment Date:	Completion Date:	Credit Earned:
I certify that the stud	lent received the training i	in the competencies listed below.
Student Signature: _		Date://
Instructor Signature:	·	Date://

<u>Directions</u>: The following competencies are required for full approval of a course in the Arts, AV Technology and Communication career cluster. Student abilities are judged by the level in which they achieved each. Use this form to indicate individual achievement.

Rating Scale: 3 Skilled/Works independently

2 Limited skills/requires assistance

1 Underdeveloped skill

0 No exposure/No instruction or training

#### **Essential Knowledge and Skills**

#### **Academic Foundations**

Benchmar	k: 0.1 Achieve additional academic knowledge and skills required to pursue the full range of	3	2	1	0
career and	d postsecondary education opportunities within a career cluster.				
0.1.1	Adapt language for audience, purpose, situation (i.e. diction/structure, style).				
0.1.2	Compose focused copy for a variety of written documents (i.e. documents, notes, oral presentations reports).				
0.1.3	Demonstrate knowledge of basic arithmetic operations such as addition, subtraction, multiplication and division.				
0.1.4	Analyze data when interpreting operational documents.				

#### Communications

	rk: 0.2 Use oral and written communication skills in creating, expressing and interpreting on and ideas including technical terminology and information.	3	2	1	0
0.2.1	Interpret information, data and observations to apply information learned from reading to actual practice.				
0.2.2	Communicate effectively with others to foster positive relationships.				
0.2.3	Reference the sources of information.				
0.2.4	Compose multi—paragraph documents clearly, succinctly, and accurately (i.e. correct grammar, spelling, punctuation and capitalization).				
0.2.5	Deliver an oral presentation to provide information for specific purposes and audiences.				

## **Problem Solving**

Benchmark:	0.3 Solve problems using creativity, innovation and critical thinking skills (analyze, synthesize,	3	2	1	0
and evaluat	e) independently and in teams.				
0.3.1	Analyze elements of a problem to determine solutions (including how to think creatively).				

## Safety, Health and Environmental:

Benchmark:	0.4 Understand the importance of health, safety, and environmental management systems	3	2	1	0
and follow	organizational policies and procedures and contribute to continuous improvement in				
performanc	e and compliance.				
0.4.1	Follow operation manuals for all equipment and tools to maintain safe workplace for self and				
	others.				
0.4.2	Demonstrate safe work habits and procedures (i.e. personal habits, around electricity, storage				
	of equipment).				

#### **Leadership and Teamwork:**

	: 0.5 Use leadership and teamwork skills in collaborating with others to accomplish and objectives.	3	2	1	0
0.5.1	Exhibit leadership skills (i.e. management of resources, listening to others, respect, supporting others).				
0.5.2	Work with others to achieve objectives in a timely manner (i.e. follow direction, take responsibility, respect for others and cooperation).				

#### **Ethics and Legal Responsibilities**

Benchmark:	0.6 Know and understand the importance of professional ethics and legal responsibilities.	3	2	1	0
0.6.1	Follow code of ethics for the Arts, AV and Communications field in all projects, decisions and				
	actions.				

# **Employability and Career Development**

	0.7 Know and understand the importance of employability skills, effectively manage careers ortance of entrepreneurship skills.	3	2	1	0
0.7.1	Model behaviors of a good employee (i.e. reliability, dependability, professionalism).				
0.7.2	Create a record of work experiences, certifications and products.				

## **Technical Skills**

Comprehensive Standard:

1.0 Use the technical knowledge and skills required to pursue the targeted careers for all pathways in the career cluster, including knowledge of design, operation, and maintenance of technological systems critical to the career cluster.

Ве	nchmark:	1. 1 Analyze career paths in the communications field.	3	2	1	0
1.1	1.1	Identify careers/entrepreneurial opportunities in media and communications (i.e.				
		broadcasting and online communications).				
1.1	1.2	Explain the ethical responsibilities of individuals in the field of communications/journalism.				_

Benchmar	rk: 1. 2 Demonstrate technical skills related to careers in the communications field.	3	2	1	0
1.2.1	Analyze the role of journalism in society today (including the evolution of journalism and present/future need).				
1.2.2	Analyze the different modes of electronic communications.				
1.2.3	Explore the influence media has on society.				
1.2.4	Analyze writing and story forms for various media applications.				
1.2.5	Understand issues related to cultural and regional diversity that affect the field of communications.				
1.2.6	Analyze the relationship between shooting, video, capturing audio, editing, writing and reporting in the production of a story.				
1.2.7	Understand the interview process.				
1.2.8	Define and use journalistic terminology in appropriate contexts.				
1.2.9	Identify expert sources and how to cultivate relationships with them.				
1.2.10	Analyze the reliability of sources of information.				
1.2.11	Analyze the uses of social networking sites (i.e. for promotional, reference and instructional services).				
1.2.12	Understand the importance of identity and reputation management in social media.				
1.2.13	Understand the journalistic writing process (i.e. identify purpose, work with deadlines, conduct research, how to take notes and document sources).				
1.2.14	Produce and use digital media in storytelling.				
1.2.15	Determine what constitutes libel, slander, obscenity, acceptable use, fair use, and plagiarism, invasion of privacy and student press rights.				
1.2.16	Analyze the First Amendment, Freedom of Information Act, and copyright laws and their impact on communications and journalism.				
1.2.17	Understand the necessity of digital file management.				
1.2.18	Demonstrate digital file management.				
1.2.19	Demonstrate ability to write for a variety of audiences and purposes (including feature, editorial and news).				