# 21st Century Journalism Course No. 30100 Credit: 0.5

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| **Student name:** |  | **Graduation Date:** |  |

Pathways and CIP Codes:Digital Media (09.0702)

Course Description: **Technical Level:** 21st 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.

Directions:The following competencies are required for full approval of this course. Check the appropriate number to indicate the level of competency reached for learner evaluation.

**RATING SCALE:**

4. Exemplary Achievement: Student possesses outstanding knowledge, skills or professional attitude.

3. Proficient Achievement:Student demonstrates good knowledge, skills or professional attitude. Requires limited supervision.

2. Limited Achievement:Student demonstrates fragmented knowledge, skills or professional attitude. Requires close supervision.

1. Inadequate Achievement:Student lacks knowledge, skills or professional attitude.

0. No Instruction/Training:Student has not received instruction or training in this area.

## Benchmark 1: Analyze career paths in the communications field.

### Competencies

| **#** | **DESCRIPTION** | **RATING** |
| --- | --- | --- |
| 1.1 | Identify careers/entrepreneurial opportunities in media and communications (i.e. broadcasting, online communications, journalism and strategic communications). |  |
| 1.2 | Explain the ethical responsibilities of individuals in the field of communications/journalism, including guidelines in the Society of Professional Journalists Code of Ethics. |  |

## Benchmark 2: Demonstrate technical skills related to careers in the communications field.

### Competencies

| **#** | **DESCRIPTION** | **RATING** |
| --- | --- | --- |
| 2.1 | Explore the role of journalism in society today (including the evolution of journalism and present/future need). |  |
| 2.2 | Analyze the different formats journalists can use to communicate with audiences, including web, social media, video and print.. |  |
| 2.3 | Explore the influence media has on society. |  |
| 2.4 | Analyze writing and story forms for various media applications. |  |
| 2.5 | Analyze the steps in the production of a story, including: reporting, writing, shooting video, capturing audio and editing |  |
| 2.6 | Understand the interview process. |  |
| 2.7 | Define and use journalistic terminology in appropriate contexts. |  |
| 2.8 | Identify expert sources and how to cultivate relationships with them. |  |
| 2.9 | Analyze the reliability of sources of information. |  |
| 2.10 | Analyze the uses of social networking sites (i.e. for promotional, reference and instructional services). |  |
| 2.11 | Understand the importance of identity and reputation management in social media. |  |
| 2.12 | Understand the journalistic writing process (i.e. identify purpose, work with deadlines, conduct research, how to take notes and document sources). |  |
| 2.13 | Produce and use digital media in storytelling. |  |
| 2.14 | Determine what constitutes libel, slander, obscenity, acceptable use, fair use, and plagiarism, invasion of privacy and student press rights. |  |
| 2.15 | Understand libel, slander, obscenity, acceptable use, fair use, plagiarism, invasion of privacy and copyright law. |  |
| 2.16 | Analyze the First Amendment and student press rights. |  |
| 2.17 | Understand the use of “sunshine laws,” including the Freedom of Information Act and Kansas Open Records Act. |  |
| 2.18 | Demonstrate ability to write for a variety of audiences and purposes (including feature, editorial and news). |  |

I certify that the student has received training in the areas indicated.

Instructor Signature:

For more information, contact:

CTE Pathways Help Desk

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