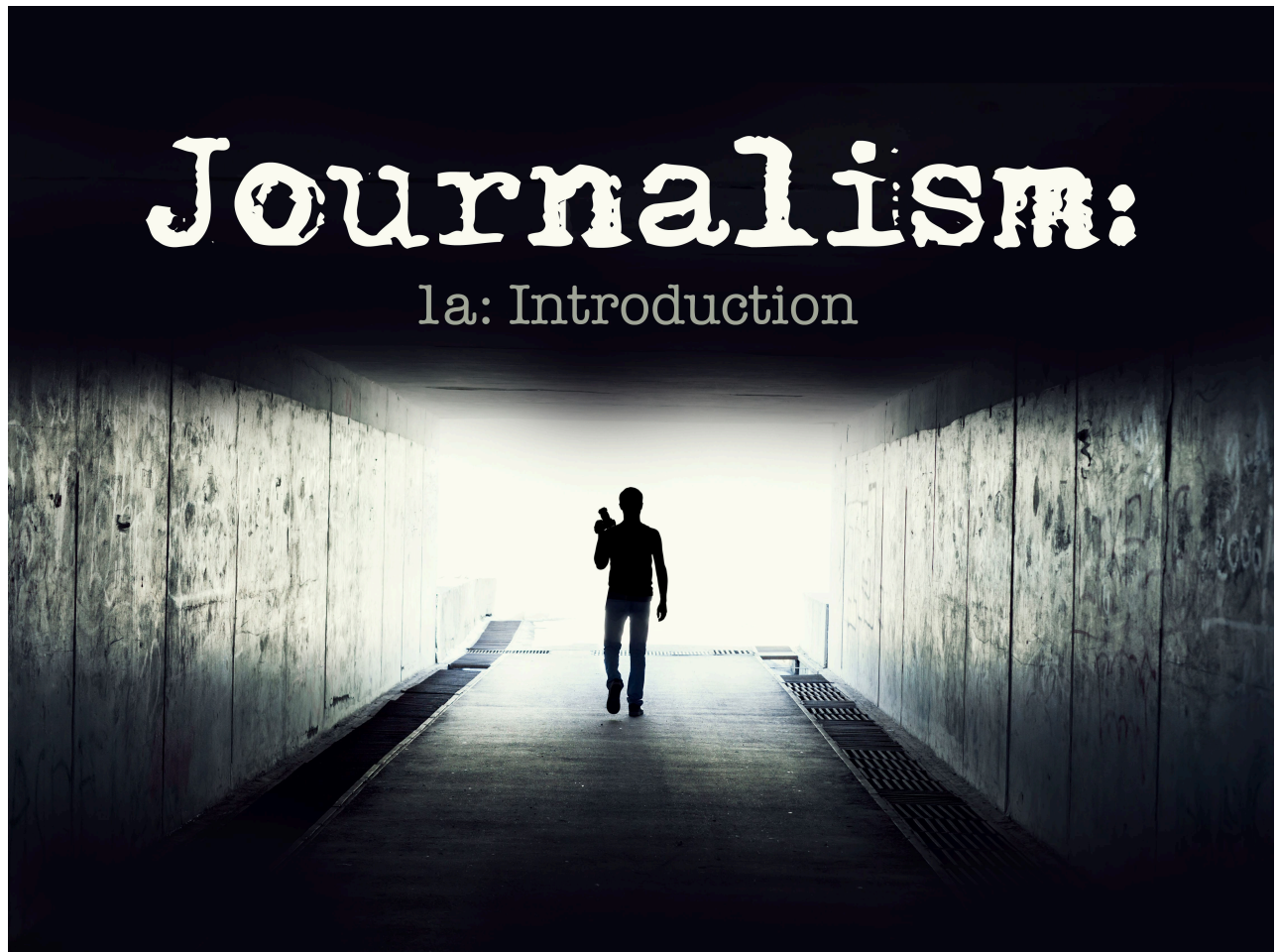


Course Syllabus

What you will learn in this course



JOURNALISM 1A: INTRODUCTION

Does your curiosity lead you to the heart of the matter? Channel this curiosity into developing strong writing, critical thinking, and research skills to perform interviews and write influential pieces, such as articles and blog posts. Learn about the evolution of journalism and its ethics, bias, and career directions to forge your path in this field.

Unit 1: The History of American Journalism

In this unit, you will learn about the changes in American journalism between the end of the 19th century and the beginning of the 21st and how advancements in technology helped speed these changes along. Focusing on key figures and events in American history, this unit will help you see the connection between each generation of journalism, from print to radio to television to digital. You'll see how everyone from William Randolph Hearst to Jon Stewart has changed the way we understand news—and how you, as reader and citizen, participate in it.

What will you learn in this unit?

- Identify the major historical trends in American journalism from the end of the 19th century into the 21st
- Recognize the connection between the changes in journalism and the introduction of new technology
- Identify how key events in American history reflect the changing trends in journalism
- Recognize major figures in American journalism and their contributions

UNIT 1 Assignments	
Assignment	Type
Unit 1 Critical Thinking Questions	Homework
Unit 1 Lab	Homework
Unit 1 Activity	Homework
Unit 1 Discussion 1	Discussion
Unit 1 Discussion 2	Discussion
Unit 1 Quiz	Quiz

Unit 2: New Media Versus Old Media

In this unit, you’ll learn about how the Internet and the digital world we now live in has changed how the four major types of news media—newspapers, magazines, radio, and television—do their primary work. We’ll first examine the focus of each medium, identifying how journalists tell their stories and what the focus of each medium is. We’ll also discuss interesting figures and events within the newspaper, magazine, radio, and television worlds to demonstrate how the genre’s focus is reflected. Then we will discuss how each of these traditional types of news media has been absolutely transformed by the digital world.

What will you learn in this unit?

- Identify the roles of each genre of news media and its unique approach to communicating the news
- Analyze how the focus of each type of news media is reflected in particular stories, figures, and events
- Discuss the definition of “new media” and how it has changed journalism

- Explain how each type of news media has been affected uniquely by the Internet

UNIT 2 Assignments	
Assignment	Type
Unit 2 Critical Thinking Questions	Homework
Unit 2 Lab	Homework
Unit 2 Activity	Homework
Unit 2 Discussion 1	Discussion
Unit 2 Discussion 2	Discussion
Unit 2 Quiz	Quiz

Unit 3: Press Law & Journalistic Ethics

Being a member of the press comes with serious responsibilities. It's not enough to tell a great story—journalists are also responsible for following the law, both international and American. But more than that, everything a journalist does should follow a set of ethics that goes beyond the law. In this unit, you'll learn the important basics of press law and its history, the code of ethics journalists should follow, and a few cases of journalists who have gone very wrong. By the end of this unit, you'll understand not only what a journalist can't do but also what every journalist should strive to do every day

What will you learn in this unit?

- Trace the history of press law, including the Constitution and international development of copyright law
- Identify the basic elements of press law, including copyright law and fair use exceptions.
- Recognize the basic code of journalistic ethics
- Analyze the difference between ethics and law
- Examine how a few key examples crossed the line of journalistic ethics and see the consequences of those acts

UNIT 3 Assignments

Assignment	Type
Unit 3 Critical Thinking Questions	Homework
Unit 3 Lab	Homework
Unit 3 Activity	Homework
Unit 3 Discussion 1	Discussion
Unit 3 Discussion 2	Discussion
Unit 3 Quiz	Quiz

Unit 4: Understanding Rhetoric, Bias, & Point of View

Every journalist is a storyteller, and those stories have a structure. Understanding how to be the best journalist possible is more than just knowing the facts or finding a great person to interview—it's about understanding how to know your audience and speak directly to them. In this unit, you'll learn about rhetoric, or the act of speaking or writing, and more about the three key parts of that act: the author/speaker, the subject, and the audience. By the end of this unit, you'll understand how you can make your writing and speaking more powerful, in journalism or other media, by understanding your role within the rhetorical triangle.

What will you learn in this unit?

- Recognize the basics of the rhetorical triangle, including your role as author or audience member
- Identify how point of view and bias can change the way an author or speaker approaches a subject
- Identify the role that bias plays in creating propaganda
- Analyze how journalists use rhetorical appeals and, potentially, logical fallacies
- Examine the dynamic relationship among audience, subject, and author/speaker, and understand how to adapt to different audience needs

UNIT 4 Assignments

Assignment	Type
Unit 4 Critical Thinking Questions	Homework

Unit 4 Lab	Homework
Unit 4 Activity	Homework
Unit 4 Discussion 1	Discussion
Unit 4 Discussion 2	Discussion
Unit 4 Quiz	Quiz

Journalism 1a Midterm Exam

- Review information acquired and mastered from this course up to this point.
- Take a course exam based on material from the first four units in this course (Note: You will be able to open this exam only one time.)

MIDTERM Assignments	
Assignment	Type
Midterm Exam	Exam
Midterm Discussion	Discussion

Unit 5: Photojournalism, Social Media, & Advertising

If you live an online life, as most of us do, you're probably more likely to respond to a picture than to words. Whether you are on Facebook or Twitter or someone's blog or a newspaper's website, when you see an interesting picture, you'll stop and "read" it much faster than if that story were told in words.

The power of the image has created an entire profession—photojournalism. But can photojournalists be replaced by cell phone cameras and Instagram? As social media affects journalism more and more, the changes to the way we tell stories continues to change as well. In this unit, we'll tackle that question, and show you that the world of photojournalism, social media, and advertising are linked around one thing—the power of the image.

What will you learn in this unit?

- Explain how photojournalism developed and changed based on technology
- Explain the differences and similarities between journalism and photojournalism ethics

- Identify the way photojournalism has been affected by the internet and cell phone technology
- Trace the beginnings of social media and how social networking affects journalism and journalists
- Identify the types of advertising and advertising's relationship to journalism

UNIT 5 Assignments

Assignment	Type
Unit 5 Critical Thinking Questions	Homework
Unit 5 Lab	Homework
Unit 5 Activity	Homework
Unit 5 Discussion 1	Discussion
Unit 5 Discussion 2	Discussion
Unit 5 Quiz	Quiz

Unit 6: Freelance Journalism

The field of journalism is constantly evolving. While one time journalists all followed a similar path where they started as a “cub” reporter for a newspaper and worked their way up to get their own beat, there are now many more options. Not every journalist will end up working on a staff at a newspaper or magazine, even if they start out at one of these media outlets. Thanks to technology that allows people to work from anywhere at any time, some journalists will choose to venture out on their own to freelance. In this unit, we’ll look at what it takes to be a freelance journalist and how to make a pitch.

What will you learn in this unit?

- Recognize what it means to be a freelance journalist
- Identify the steps required to become a freelance journalist
- Explain how a freelance journalist can make a pitch
- Examine the benefits and risks associated with being a freelance journalist

UNIT 6 Assignments

Assignment	Type
Unit 6 Critical Thinking Questions	Homework
Unit 6 Lab	Homework
Unit 6 Activity	Homework
Unit 6 Discussion 1	Discussion
Unit 6 Discussion 2	Discussion
Unit 6 Quiz	Quiz

Unit 7: Documenting Life

In the past, watching a documentary often meant viewing a stuffy, boring video with sleep-inducing voiceover done by a monotone narrator. But in this genre of non-fiction, fact-filled movies capture or document an event, a person's life, or everyday reality. What could be more exciting than real life? That's thrilling stuff! As we'll learn in this unit, thanks to advances in technology and distribution, documentary filmmakers now are making captivating, thought-provoking movies that rival narrative cinematic films — and they are often even debuting on the big screen. By the end of the unit, we'll have explored the various types of documentaries, reviewed the work of several famous documentarians, and learned some of the essential steps for making a documentary film.

What will you learn in this unit?

- Recognize the purpose of a documentary
- Identify genres of documentaries
- Recognize famous documentary makers and their contributions
- Describe guidelines for making a documentary

UNIT 7 Assignments	
Assignment	Type
Unit 7 Critical Thinking Questions	Homework
Unit 7 Lab	Homework
Unit 7 Activity	Homework

Unit 7 Discussion 1	Discussion
Unit 7 Discussion 2	Discussion
Unit 7 Quiz	Quiz

Unit 8: Citizen Journalism

Pretty much everyone carries a camera in their pocket today. That means that anything that happens can, and will, be captured as a photo or video. And with an estimated 244 million Americans using social media in 2018, they won’t be keeping it to themselves. Think of what might have happened if, back in November 1963, Abraham Zapruder had instantly been able to see the film he captured of President John F. Kennedy being shot and share it with millions of people within minutes. The Zapruder film is one of the earliest examples of citizen journalism. That’s when regular people report or spread news, often based on a firsthand, eyewitness account. If you think back to significant events over the past few years—school shootings, wildfires and floods, terrorist attacks, or sports upsets—it’s likely that the news first broke on social media with reporting by a citizen journalist.

What will you learn in this unit?

- Describe citizen journalism
- Explain what caused the rise of citizen journalism and its effects
- Recognize the ethical responsibility of being a citizen journalist
- Examine tools used to create news as a citizen journalist

UNIT 8 Assignments	
Assignment	Type
Unit 8 Critical Thinking Questions	Homework
Unit 8 Lab	Homework
Unit 8 Activity	Homework
Unit 8 Discussion 1	Discussion
Unit 8 Discussion 2	Discussion
Unit 8 Quiz	Quiz

Journalism 1a Final Exam

- Review information acquired and mastered from this course up to this point.
- Take a course exam based on material from units five to eight in this course – the last four units. (Note: You will be able to open this exam only one time.)

FINAL Assignments	
Assignment	Type
Final Exam	Exam
Final Exam Discussion	Discussion

Course Syllabus

What you will learn in this course



Journalism 1b: Investigating the Truth

Journalists are asked to tell the world a story every single day—and their job is, to tell the truth. Learn how to choose a topic, structure your story, research facts, hone your observational skills, and write an article following journalism tradition. Go beyond the print world and discover how journalism can lead to exciting careers that will put you right in the action.

Unit 1: How to Write Stellar News Stories

When you pick up a newspaper or read online about the latest game, community event, or international crisis, you expect to find certain things in each story. You may not even recognize what those qualities are, but you know something is wrong if they are not there. News stories follow a similar pattern and, depending on their topic and focus, even a similar structure. In this unit, you'll learn about the different types of news stories and how you can create your own.

You’ll learn how to choose a topic, structure your story, and develop and write it following the journalism tradition—and get a chance to practice those skills in your own article!

What will you learn in this unit?

- Recognize the different types of stories that make up journalistic writing
- Identify the elements of news stories and replicate them
- Construct a news story based on the journalistic outline
- Plan and write a news story that fits the criteria for one of the types discussed in the unit

UNIT 1 Assignments	
Assignment	Type
Unit 1 Critical Thinking Questions	Homework
Unit 1 Activity	Homework
Unit 1 Discussion 1	Discussion
Unit 1 Discussion 2	Discussion
Unit 1 Quiz	Quiz

Unit 2: Researching Your Story Wisely and Well

Journalists are asked to tell the world a story every single day—and their job is to tell the truth. The best way to make sure that you’re telling the right story is to make sure that you have the right information. Researching sounds like such a boring task, but the truth is that you research all the time. Any time you ask Siri for the answer to a question or Google to find the directions to a new restaurant, you use research skills. In this unit, you’ll learn how to approach research in a digital world, the best strategies to get the best information for your story, and how to decide if the source you’ve found is the best one.

What will you learn in this unit?

- Recognize the role of research in journalism
- Identify the difference between fact checking and knowledge-based journalism
- Distinguish between a primary and secondary source and a credible and not credible source
- Create a strategy for finding the information you need
- Use key words and search engines/databases to find information

UNIT 2 Assignments	
Assignment	Type
Unit 2 Critical Thinking Questions	Homework
Unit 2 Lab	Homework
Unit 2 Activity	Homework
Unit 2 Discussion 1	Discussion
Unit 2 Discussion 2	Discussion
Unit 2 Quiz	Quiz

Unit 3: Using Personal and Observational Sources

Journalism is all about using your senses and being on the scene. No one really believes that a story can be truly told from behind a computer screen. You can't capture the color and life of a story unless you're there—and that's the reporter's unique challenge. Reporters doing their job are on the ground, pencil or wireless recorder or cell phone in hand, recording what they see so that they can bring it back to their readers. In this unit, we'll talk about the types of sources that form the bulk of every reporter's information arsenal: observational and personal sources. You'll learn how to gather and use this information most effectively, as well as what can happen when these sources are not used as well as they could be.

What will you learn in this unit?

- Identify the differences between observational and personal sources.
- Identify how to find and cultivate good-quality sources.
- Create effective interview questions and conduct interviews well.
- Use source material to create compelling stories.

UNIT 3 Assignments	
Assignment	Type
Unit 3 Critical Thinking Questions	Homework

Unit 3 Activity 1	Homework
Unit 3 Activity 2	Homework
Unit 3 Discussion 1	Discussion
Unit 3 Discussion 2	Discussion
Unit 3 Quiz	Quiz

Unit 4: Preparing Posts for Publication

Every reporter and journalist produces stories that have to get the approval of one person: the news editor. Whether that editor oversees a newspaper section or a magazine as a whole or is responsible for supervising a broadcast newscast, the process of getting a story approved by an editor is the final hurdle for any journalist. Editors and producers look for not only interesting stories that contain good information but also error-free writing. Editors are, for lack of a better analogy, the “teachers” of the journalism world. They check work, suggest changes, demand revisions, and give approval when a final product meets their criteria. In this unit, we’ll talk about how you can take the skills you’ve already learned throughout your school years about the writing process and apply them to your writing as a journalist, as well as how to understand what an editor may be asking you to change. The revising process is the final part of a writer’s day—and perhaps the most important—so that’s what we’ll talk about here.

What will you learn in this unit?

- Recognize the writing process and how it relates to journalism and writing under a deadline
- Apply the writing process to revise for content and edit for clarity and concision
- Investigate the role of an editor
- Identify proofreader marks used for noting grammatical errors and style
- Identify and revise common grammatical and writing errors
- Use attribution successfully in writing and understand the purpose behind it

UNIT 4 Assignments	
Assignment	Type
Unit 4 Critical Thinking Questions	Homework
Unit 4 Lab	Homework

Unit 4 Activity	Homework
Unit 4 Discussion 1	Discussion
Unit 4 Discussion 2	Discussion
Unit 4 Quiz	Quiz

Journalism 1b Midterm Exam

- Review information acquired and mastered from this course up to this point.
- Take a course exam based on material from the first four units in this course (Note: You will be able to open this exam only one time.)

MIDTERM Assignments	
Assignment	Type
Midterm Exam	Exam
Midterm Discussion	Discussion

Unit 5: Understanding the Publication Process

If you could be a fly on the wall of a newsroom, either broadcast or daily newspaper, on any random day, you might be surprised at how similar the process of creating the news really is. From the morning meeting to assign stories to the pressure-filled race to go to press or on the air, reporters and editors and photojournalists are in a mad scramble not only to get the story right but also to get the story in on time. In this unit, you'll learn about the process of publication from the flow of a day to the layout of a news broadcast or newspaper. You'll learn the steps you need to create your own newspaper or news broadcast. Then you'll take the work you've been doing throughout the course and do just that!

What will you learn in this unit?

- Recognize the steps of creating the content of a newspaper or news broadcast
- Identify the parts of a news broadcast—including packages, teasers, art, and segments—and learn how to create them
- Identify the four parts of a newspaper layout—headlines, text, art, and captions/cutlines—and tips to create them well

- Apply this knowledge to create your own miniature version of a news broadcast or newspaper

UNIT 5 Assignments	
Assignment	Type
Unit 5 Critical Thinking Questions	Homework
Unit 5 Activity	Homework
Unit 5 Discussion 1	Discussion
Unit 5 Discussion 2	Discussion
Unit 5 Quiz	Quiz

Unit 6: The Changing Environment of Journalism

Extra! Extra! Read all about it! No doubt you’ve watched at least one old movie or TV show where a newspaper seller was shouting these words on a street corner with a pile of papers in their arms. People used to have to wait for their daily paper—or when something really exciting happened, an extra edition—to find out about local, national, and world events. The speed of the mail, telegraph, and eventually telephone is what dictated what news was available to share that day. In this unit, we will look at how and why technology—mainly the internet—has changed the way news is delivered and how that affects the consumption habits of different age groups. Plus, we’ll take a guess at how this evolution will continue to change the future of journalism.

What will you learn in this unit?

- Discuss how technology is changing the scope of journalism
- Investigate how consumer habits are changing journalism
- Identify the change in demographics of those consuming news stories
- Analyze the impact that technology, consumer habits, and demographics have on the future of journalism

UNIT 6 Assignments	
Assignment	Type

Unit 6 Critical Thinking Questions	Homework
Unit 6 Lab	Homework
Unit 6 Discussion 1	Discussion
Unit 6 Discussion 2	Discussion
Unit 6 Quiz	Quiz

Unit 7: Data and Journalism

Big data. Virtual reality. Artificial intelligence. Journalism has come a long way since a cub reporter with a typewriter handed off their copy to the newspaper editor to get a story in the evening edition of the paper. Sure, reporters on the ground digging up stories and talking to sources will always be the lifeblood of journalism. But the future is here. Changing consumer habits, advances in technology, and the emergence of big data—enormous sets of data that can be analyzed and mined for information and trends—all have led to a sea-change in journalism. In this unit, we'll look at the new ways journalists are identifying, building, and presenting news stories with the use of data journalism and how artificial intelligence is helping that process happen without human intervention.

What will you learn in this unit?

- Explain what data journalism is and why it is important
- Discuss how a data journalist uses data to tell a story
- Recognize the use of artificial intelligence (AI) in journalism
- Describe the ethical implications of AI in journalism

UNIT 7 Assignments	
Assignment	Type
Unit 7 Critical Thinking Questions	Homework
Unit 7 Lab	Homework
Unit 7 Discussion 1	Discussion
Unit 7 Discussion 2	Discussion
Unit 7 Quiz	Quiz

Unit 8: Careers in Journalism

Journalists today have many options beyond the newsroom. With strong writing, research, and content creation skills, you have many options for a varied career. From working in the corporate world to freelancing to hosting your own podcast. In this unit, we'll learn about the education and experience needed to become a journalist and how and where to get hired. Plus, we'll look at a few specialized niches in journalism that may help guide your career direction.

What will you learn in this unit?

- Identify the education and work experience needed to become a journalist
- Discuss how to create a writing portfolio
- Evaluate types of employers that hire journalists and the jobs they provide
- Locate opportunities in journalistic niches

UNIT 8 Assignments

Assignment	Type
Unit 8 Critical Thinking Questions	Homework
Unit 8 Lab	Homework
Unit 8 Discussion 1	Discussion
Unit 8 Discussion 2	Discussion
Unit 8 Quiz	Quiz

Journalism 1b Final Exam

- Review information acquired and mastered from this course up to this point.
- Take a course exam based on material from units five to eight in this course – the last four units. (Note: You will be able to open this exam only one time.)

FINAL Assignments

Assignment	Type
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Final Exam	Exam
Final Exam Discussion	Discussion

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