

20. Mass Communication – 1902-1999

This subject area encompasses courses that concern the study or use of mediums that transmit messages, information, and cultural values to a large audience (such as television, radio, publications, film, and photography).

1902 Journalism - Recommended for Students Grades 9 - 12 - Course associated with the production of a school newspaper, yearbook, or literary magazine; therefore, they not only emphasize writing style and technique, but also production values and organization. Beginning journalism courses introduce students to the concepts of newsworthiness and press responsibility; develop students' skills in writing and editing stories, headlines, and captions; and teach students the basics of production design, layout, and printing of a publication. Advanced students learn and practice more refined journalistic techniques, participate to a greater extent in the formation and/or management of the production team, and gain experience in critical evaluation of story content and the publication as a whole. Photography and photojournalism skills may be included.

1903 Yearbook - Recommended for Students Grades 9 - 12 - Course is responsible for creating, designing, marketing, producing and selling the school yearbook. Techniques in modular layout design, interviewing, writing copy and headlines, editing, advertising sales and design marketing, and business procedures are stressed. All students will be expected to complete assignments on the computer. Meeting regular deadlines and peer cooperation are emphasized in producing the yearbook.

1904 Editor - Recommended for Students Grades 11 - 12 - Student will direct, lead, produce and edit a section of the yearbook or the newspaper along with a staff of other students.

1905 Journalism Writing - Recommended for Students Grades 9 - 12 - Course introduces news, sports, feature and editorial writing in addition to advertising, headline writing, new editing and photography. Journalism provides a common core of skills in listening, speaking, reading and writing and technology in journalism and the new media. Emphasis is given to the study of law of the press, journalistic responsibility and concepts in layout and design, using computers, including researching and web page development on the Internet.

1911 Mass Media-Production - Recommended for Students Grades 9 - 12 - Course provides the technical knowledge and skills necessary for television, video, film, and/or radio production. Writing scripts, camera operation, use of graphics and other visuals, lighting, audio techniques, editing, production principles, and career opportunities are typical topics covered within Mass Media- Production courses. Students are usually required to produce their own program or segment. Additional topics such as broadcast industry regulations, radio/TV operation, power of the medium, photography, transmission technology, and so on may be included.

1921 Mass Media-Communication - Recommended for Students Grades 9 - 12 - Course enables students to understand and critically evaluate the role of media in society. Course content typically includes investigation of visual images, printed material, and audio segments as tools of information, entertainment, and propaganda; improvement of presentation and evaluative skills in relation to mass media; recognition of various techniques for delivery of a particular message; and, in some cases, creation of a media product. The course may concentrate on a particular medium.

1931 Photojournalism - Recommended for Students Grades 9 - 12 - Course exposes students to the manner in which photography is used to convey information and experiences. Typically coordinated with production of the school newspaper or yearbook, Photojournalism courses provide students with the opportunity to improve their photocomposition and film development skills, and to apply their art to journalistic endeavors.

1996 Mass Communication-Independent Study - Recommended for Students Grades 11 - 12 - Course, often conducted with instructors as mentors, enables students to explore topics related to journalism and/or mass media. Emphasis may be placed either on extension of production skills and techniques, or on research of a particular topic of interest.

1998 Mass Communications - Concurrent Enrollment - Recommended for Students Grades 9 - 12 - (Must meet current standards and benchmarks).

1999 Mass Communication - Recommended for Students Grades 9 - 12 - Other