
PETERS TOWNSHIP HIGH SCHOOL

COURSE SYLLABUS: MEDIA II, III, IV JOURNALISM

Course Overview and Essential Skills

Students will ultimately produce the school news magazine and the Media Department Website in this class. They will learn to work within an organizational structure that includes student editors. All students will be encouraged to become proficient in reporting, writing, photography, editing layout design, desktop publishing and fundraising. They are encouraged to obtain subscriptions and advertisements for the print news magazine to understand the role of advertising and marketing in the news. Teamwork and striving to reach a common goal is vital to success in this class.

Class Structure

- Level IIs – first year journalism students will work on various sections of the news magazine
- Levels III & IV – returning journalism students who will serve as editors and have more decision making power and influence over the print news magazine and website.

Course Textbook and Required Materials

- Ptsdwebapps email, online teacher tutorials, Word Press login, class website and access to Smoke Signals Ptsdwebapps Drive.
- All login instructions and initial passwords will be listed on the class webpage located at www.ptmedia.net.

Course Outline of Material Covered:

Unit or Topic	Concepts/Skills/Resources	Timeframe
Journalism Skills	Video tutorials and live instruction will be used to develop and enhance individual writing and layout skills following print issues as needed.	Tutorials/Workshops will be determined based on reflection, publication and student needs.
Current Events	Research and discussion about recent news, feature and human interest stories.	Weekly depending on deadlines. Growth will be expected in research and discussion as year progresses.
Online Journalism	Photography, writing, layout, software use and proofreading to complete weekly web assignments.	Weekly depending on deadlines. Growth and mastery will be expected as the year progresses.
Print Journalism	Article writing in AP Style. All articles follow feature, entertainment, news or sports formats using quotations. Comprehensive editing and proofreading processes and teacher created rubrics will be used to evaluate all articles.	Six print issues produced per school year (Nov., Jan., Feb., March, May and Senior). Growth and mastery will be expected as the year progresses.
Marketing	To simulate a “real world,” environment, students are required to obtain two community subscriptions and one business ad. Alternative assignments may take the place of these responsibilities.	Turn in two community subscriptions by Oct. 16 and business ad contracts are due by Feb. 1.

Publication Design	Students will design print and online publications using industry standard software such as InDesign and Photoshop. They will create six 24-page print issues per school year and maintain the media department website.	Ongoing. Growth and mastery will be expected as the year progresses.
Photojournalism	Creating articles, blurbs and special features will contain photographs and graphics to enhance final product.	Ongoing. Growth and mastery will be expected as the year progresses.
Projects & Special Features	Students will produce creative, news magazine and school related projects, surveys and special features using journalism skills.	Ongoing.

**Depending on the needs of the class or changes in the school year, the course outline is subject to change.*

Handbook Rules about Publications

It is important to remember that “students have the responsibility to refrain from libel and obscenity and to observe the rules for responsible journalism.” Please consult school board policy on publications of the student handbook. You **will be held responsible** “for materials which are libelous or obscene.”

*Core Body of Knowledge is available online www.ptmedia.net on the journalism class page.