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# *Introduction to Journalism Syllabus*

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## ***Unit 1: An Overview***

1. What is the First Amendment?
  - a. What it means
  - b. What it does not mean
2. Law and Ethics
3. Role of Journalists in American Society
  - a. Traditional Journalism
  - b. Alternative Journalism
  - c. Historical Perspectives
4. Journaling
5. Current Events

## ***Unit 2: A Matter of Facts***

1. How News Writing is Different From Other Forms of Writing
2. News Elements
3. The 5 Ws and the H
4. Hard News vs. Soft News
5. News Writing
  - a. News Style
  - b. The Inverted Pyramid
  - c. The Summary Lead
    - i. Basic Lead
    - ii. Grammatical Variations
  - d. Short Paragraphs
  - e. Incorporating Quotes
    - i. Direct
    - ii. Indirect
    - iii. Partial
    - iv. Attribution

## ***Unit 3: Interviewing and Other News Gathering Techniques***

1. Group Interviews
  - a. Symposium
  - b. Man on the Street
2. One-on-one Interviews
3. Preparing for the Interview
  - a. Background Research
  - b. The Questions

4. Conducting the Interview
5. Writing the Interview
6. Other News Gathering Techniques

#### ***Unit 4: Feature Writing***

1. What is a Feature Story?
2. Types of Feature Stories
3. Feature Leads
4. Structure of the Feature Story
5. Alternative Copy/Sidebars

#### ***Unit 5: Sports Writing***

1. Contains Elements of News Writing and Feature Writing
2. Advance Story
3. Coverage Story
4. The Sports Feature

#### ***Unit 6: A Matter of Opinion***

1. Editorials
2. Personal Opinion/Commentary
3. Satire
4. Reviews
  - a. Entertainment
  - b. Product
5. Editorial Cartoons
  - a. Topics
  - b. Symbolism

#### ***Unit 7: It's All in Your Head***

1. Functions of Headlines
2. Headline Styles
3. Counting Headlines
4. Writing Headlines that Fit

#### ***Unit 8: Typography and Graphics***

1. Type Classifications
2. Anatomy of Type
3. Type Measurement
4. Graphics
5. Typography and Graphics Project

### ***Unit 9: Using Photos***

1. Composition
2. Use of photos
3. Photo Ethics/copyright
4. Writing captions

### ***Unit 10: Advertising***

1. Functions of Advertising
2. Advertising Policies
3. Basic Appeals
4. Advertising Design
5. Advertising Sales

### ***Unit 11: Newspaper Design***

1. Newspaper Front Page
2. Newspaper Inside Page
3. Double Page Spread

### ***Unit 12: Planning and Designing the Yearbook***

1. Purpose of yearbooks
2. Theme selection
3. Planning pages
4. Design
5. Mini-Yearbook Project
6. Yearbook Sales and Promotion

### ***Unit 13: Writing for Broadcast***

1. Differences in copywriting for print and broadcast
2. Camera terms
3. Analyzing broadcasts
4. Writing a news script

### ***Unit 14: Newspaper Production***

1. Planning and producing a newspaper