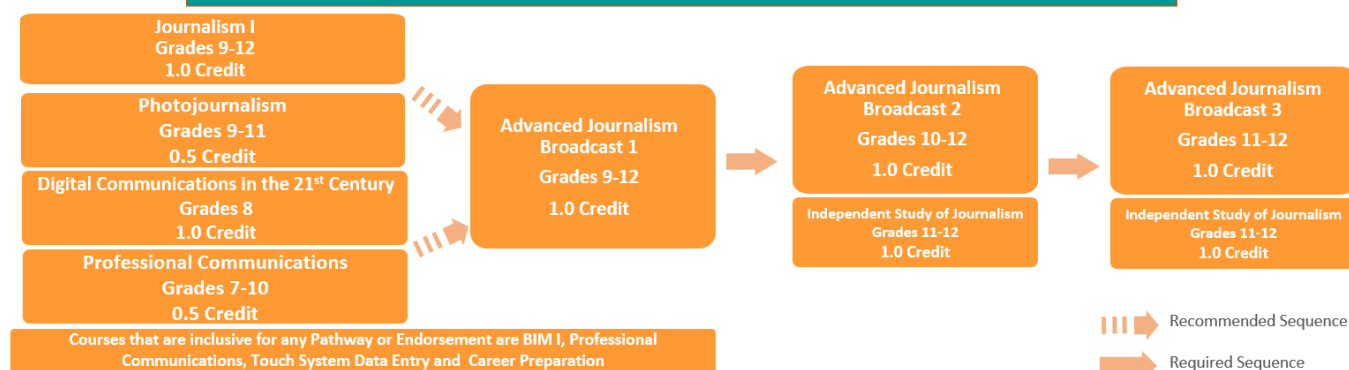


Business & Industry Pathway – Broadcast



PROFESSIONAL COMMUNICATIONS

KISD #: 970018 **PEIMS:** 13009900
Grades: 7-10 **0.5 Credit**
Prerequisite: None

This is an activity-based career development course in which students will develop an understanding of professional communications through exploration of the career clusters. Students will explore a variety of career options and activities including formal and informal presentations, resume writing, and job interviewing. Students will exhibit public relations skills, leadership characteristics, knowledge of the global economy, and information technology applications.

JOURNALISM 1

KISD #: 0150 **PEIMS:** 03230100
Grades: 9-12 **1 Credit**
Prerequisite: Mastery of State Writing Assessment

Journalism 1 opens the doors to the field of professional journalism by introducing students to interviewing and the reporting style of writing seen online, on TV, and in magazines and newspapers. Students will also learn about trends in graphics, design, advertising and career opportunities. This class also provides the opportunity for students to advance to serve on the yearbook or newspaper staff.

PHOTOJOURNALISM

KISD #: 0158 **PEIMS:**
Grades: 9-11 **0.5 Credit**
Prerequisite: Sponsor Approval

Photojournalism combines the art of photography with the story-telling function of journalism. Students will learn basic camera skills and use composition techniques and settings to improve their photography. Students will learn to enhance their photos using industry standard software. **Students are required to provide their own non-automatic, DSLR camera.**

ADVANCED JOURNALISM: BROADCAST 1

KISD #: 0176 **PEIMS:** 03231900
Grades: 10-12 **1 Credit**
Prerequisite: Journalism 1 or Photojournalism, and/or Sponsor Approval

In Broadcasting I, students enrolled in this course will apply and use their journalistic skills for a variety of purposes. Students will learn the laws and ethical considerations that affect broadcast journalism; learn the role and function of broadcast journalism; critique and analyze the significance of visual representations; and learn to produce by creating a broadcast journalism product.

ADVANCED JOURNALISM: BROADCAST 2

KISD #: 0177 **PEIMS:** 03231901
Grades: 10-12 **1 Credit**
Prerequisite: Advanced Journalism Broadcast 1 and Sponsor Approval

In Broadcasting II, students enrolled in this course will apply and use their journalistic skills for a variety of purposes. Students will learn the laws and ethical considerations that affect broadcast journalism; learn the role and function of broadcast journalism; critique and analyze the significance of visual representations; and learn to produce by creating a broadcast journalism product.

ADVANCED JOURNALISM: BROADCAST 3

KISD #: 0178 **PEIMS:** 03231902
Grades: 12 **2.0 Credits**
Prerequisite: Advanced Journalism Broadcast Journalism 2 and Sponsor Approval

In Advanced Journalism: Broadcast Journalism 3, students enrolled in this course will apply and use their journalistic skills for a variety of purposes. Students will learn the laws and ethical considerations that affect broadcast journalism; learn the role and function of broadcast journalism; critique and analyze the significance of visual representations; and learn to produce by creating a broadcast journalism product.

INDEPENDENT STUDY OF JOURNALISM

KISD #: 0156, 0157, 0159

Grades: 11-12 1 Credit

**Prerequisite: Sponsor Approval and completion of
Advanced Journalism**

Independent Study/Journalism is for editors of the yearbook or newspaper. Students work collaboratively to plan deadlines, layout and content ideas for their designated publication.