

ENGLISH ELECTIVES

BUSINESS AND INDUSTRY

ADVANCED JOURNALISM: NEWS MEDIA

PROGRAM OF STUDY

Journalism, Photojournalism and school-sponsored newspapers and yearbooks serve as a laboratory and an educational tool in the training of student journalists to provide information and editorial leadership. Students focus on matters concerning the school, local, national and international issues, to provide a forum for the exchange of ideas and viewpoints and to give coverage of newsworthy events directly related to the school, individual students, staff and organizations. These student-driven publications provide journalism staff members with hands-on scholastic training on management and production of the school publications, using editorial judgment and journalistic integrity, as well as working within time constraints and budget limitations.

OCCUPATIONS CHART

Sports Information Director · Public Information Officer · Copywriter · Influencer · Brand Manager · Videographer · Content Producer · Digital Marketer · Consumer Market Specialist · Media Sales Manager · Publisher · Multimedia Artist · Television Producer · Webmaster · Sports Broadcaster · Sales Manager · Social Media Manager · Production Assistant · Teacher · Photojournalist · Executive Producer · Foreign Correspondent · Creative Director · Media Relations Advertising Specialist · Public Relations Manager · Reporter · Political Communication Director · Graphic Designer · Editor · Communications Director · Promotions Manager · Advertising Account Executive · Multimedia Journalist

STUDENT EXPERIENCES

1. Plan, produce & publish campus publications including yearbook, newspaper & news media website.
2. Attend and compete at local, state and national journalism conventions.
3. Work with industry professionals at summer journalism workshops and fall intensity workshop.
4. Produce news content for local newspaper.



RECOMMENDED COURSE SEQUENCE

- 1 LEVEL** Journalism
- 2 LEVEL** Advanced Journalism: News Media I, Photojournalism I
- 3 LEVEL** Advanced Journalism: News Media II
- 4 LEVEL** Advanced Journalism: News Media III

NOTE: Course descriptions and details can be found in the course catalog.

EXTRA-CURRICULAR/ STUDENT ORGANIZATIONS

UIL Writing Team: News Writing, Feature Writing, Editorial Writing, Headline Writing, Copy Editing

Scholastic Journalism Organizations:

1. Interscholastic League Press Conference (ILPC -- Journalism branch of UIL for Texas)
2. National Scholastic Press Association
3. National Columbia Scholastic Press Association
4. Quill & Scroll Honor Society (some campuses)

Non-Discrimination Statement

It is the policy of Leander ISD not to discriminate on the basis of race, color, national origin, sex or handicap in its Career and Technology Education Programs, services, or activities. Leander ISD will take steps to assure that lack of English language skills will not be a barrier to admission and participation in all educational and vocational programs. Es norma de Leander ISD de no discriminar por motivos de raza, color, origen nacional, sexo o impedimento, en sus programas, servicios o actividades vocacionales. Leander ISD tomará las medidas necesarias para asegurar que la falta de habilidad en el uso de la lengua inglés no sea un obstáculo para la admisión o participación en todos los programas educativos y vocacionales.

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BUSINESS AND INDUSTRY

A student may earn a Business and Industry endorsement by completing foundation and general endorsement requirements. Endorsement course options for English Elective programs of study are listed below.



4 CREDITS REQUIRED

Required Courses: 3 credits of the same disciplines in one of the following areas:

- Advanced Journalism: News Media I-III
- Advanced Journalism: Yearbook I-III
- Public Speaking I-III
- Debate I-III
- Oral Interpretation I-III

Choose additional credit from the following:

- Journalism
- Independent Study in Speech
- Independent Study in Journalism
- English IV
- AP English Literature and Composition
- IB Language Studies

NOTES:
