

Cosby High School

Part 1: Course Information

Instructor Information

Course: Media Communications
Instructor: Donna Jones
School Telephone: 423-487-5602
E-mail: jonesd1@cocke.k12.tn.us
Remind: Text @cosbymedia to 81010



Course Description

Students will explore different types of communication using a variety of digital media (text, audio, and visual) through formal and informal settings. Students will create a weekly TV show, called Eagle TV for Cosby High School students.

Prerequisite

- none

General Education/High School Pathway Area

- This course can be used as an elective and as part of the Athletic program of study.

Textbook & Course Materials

Required Text

- *Journalism Today*

Additional Resources:

- Google Classroom Code: **5ie7nnr**

Course Requirements

- none

Course Structure

Methods: Lecture, group activities, class discussion, filming, and interviewing people.

Assessment Methods (TOTAL POINTS)

Weekly Beat Sheet

- Complete all required activities.

Weekly TV Show

- Participate and create a weekly TV show.

Bookwork

- Complete all assignments.

Media Communications (2024-2025)

Midterm/Final Exam

- A final exam will be given on one of the last two days of each semester. It will be optional for students who miss three or fewer days and attend only two field trips. If a student fails, the final exam becomes required.

Extra Credit

- No extra credit will be provided. If students come to school every day, make a substantial effort during class, turn in completed work on time, and pass all tests. Students will not need extra credit.
- However, if students complete the remote assignments and we do not miss school, they can use that as extra credit, a replacement for a missed assignment, or in place of a future assignment.

Part 2: Student Learning Outcomes

Language Standards

Conventions of Standard English

- L.CSE.1 Demonstrate command of the conventions of standard English grammar and usage when writing or speaking.
- L.CSE.2 Demonstrate command of the conventions of standard English capitalization, punctuation, and spelling when writing.

Knowledge of Language

- L.KL.3 Apply knowledge of language to understand how language functions in different contexts, make effective choices for meaning or style, and comprehend more fully when reading or listening.

Vocabulary Acquisition and Use

- L.VAU.4 Determine or clarify the meaning of unknown and multiple-meaning words and phrases by using context clues, analyzing meaningful word parts, and consulting general and specialized reference materials, as appropriate.
- L.VAU.5 Demonstrate understanding of figurative language, word relationships, and nuances in word meanings.
- L.VAU.6 Acquire and use accurately a range of general academic and domain-specific words and phrases sufficient for reading, writing, speaking, and listening at the post-secondary and workforce level; demonstrate independence in gathering vocabulary knowledge when considering a word or phrase important to comprehension or expression.

Speaking and Listening

Comprehension and Collaboration

- SL.CC.1 Prepare for and participate effectively in a range of conversations and collaborations with varied partners, building on others' ideas and expressing one's own ideas clearly and persuasively.
- SL.CC.2 Integrate and evaluate information presented in diverse media formats, such as visual, quantitative, and oral formats.
- SL.CC.3 Evaluate a speaker's point of view, reasoning, and use of evidence and rhetoric.

Presentation of Knowledge and Ideas

- SL.PKI.4 Present information, findings, and supporting evidence such that listeners can follow the line of reasoning; the organization, development, and style are appropriate to the task, purpose, and audience.
- SL.PKI.5 Strategically use digital media and visual displays of data to express information and enhance understanding of presentations.
- SL.PKI.6 Adapt speech to a variety of contexts and communicative tasks, demonstrating command of formal English when indicated or appropriate.

Media Communications (2024-2025)

Part 3: Topic Outline/Schedule

Semester 1: Predicted Time Frame

Ch.	Topic	Readings	Activities
15	Writing for Radio and Television	p. 374-393	Bookwork/Vocabulary
3	Deciding What is News	p. 58-81	Bookwork/Vocabulary
1	Looking Back: The History of American Media	p. 48-73	Bookwork/Vocabulary
2	Meeting Ethical and Legal Responsibilities	p. 26-54	Bookwork/Vocabulary
5	Making the Interview Work	p. 98-117	Bookwork/Vocabulary
6	Writing News Story Leads	p. 126-151	
7	Writing News Stories and Headlines	p. 152-185	Bookwork/Vocabulary
8	Handling Quotes Fairly and Accurately	p. 186-205	Bookwork/Vocabulary
9	Doing In-Depth Reporting	p. 206-224	Bookwork/Vocabulary
10	Design and Layout	p. 224-259	Bookwork/Vocabulary
Midterm			
11	Writing Feature Stories	p. 266-281	Bookwork/Vocabulary
12	Writing Sports Stories	p. 282-301	Bookwork/Vocabulary
13	Writing for the Editorial Page	p. 302-331	Bookwork/Vocabulary
14	Producing the Yearbook	p. 334-393	Bookwork/Vocabulary
16	Understanding and Using Public Relations	p. 394-407	Bookwork/Vocabulary
17	Handling Finances: Advertising and Business	p. 408-433	Bookwork/Vocabulary
18	Taking and Using Effective Photographs	p. 436-457	Bookwork/Vocabulary
19	Understanding Technical Aspects of Photography	p. 458-479	Bookwork/Vocabulary
20	The Impact of Technology	p. 482-503	Bookwork/Vocabulary
Final Exam			

Media Communications (2024-2025)

Part 4: Assessment and Grading

Grading

The final grade will be determined by the total points earned. The following grading scale will be used:

90-100 = A

80-89 = B

70-79 = C

60-69 = D

Below 60 = F

Graded Course Assignments

How will I be graded?

- Weekly Beat Sheet
- Weekly TV Show
- Bookwork
- Midterm/Final Exam

Filming:

- Students will periodically participate in filming a short news show. They will be required to conduct interviews, write stories for the show, film, be on camera, and edit.

Bookwork

- Students will complete all vocabulary for each chapter and any questions assigned on Google Classroom.

Midterm:

- A midterm exam will be given on one of the last two days before Christmas break.
- If students miss three or fewer days and attend only two field trips, they will be exempt.
- If a student is failing, the midterm will be required.

Final Exam:

- A final exam will be given on one of the last two days at the end of the year.
- If students miss three or fewer days and attend only two field trips, they will be exempt.
- If a student is failing, the final exam will be required.

Grading Policy:

- This course will use a point system.
- Grades will be posted within three days.
- Please check your grades daily on Aspen at www.cockecountyschools.org
- If you do not know your Aspen login, please see me ASAP.

***Disclaimer: Assignments may change at any time.

Media Communications (2024-2025)

What do I do if I am absent?

- If you are absent, check with a friend or meet with me before or after school.
- Students have five days to turn in missing work.

What do I need to bring to class every day?

- Chromebook and charger
- pencil/pen
- notebook paper

Technical Snafus

This class will depend on access to computers and the Internet. Throughout the semester, you **will have technology issues. For example, your laptop will crash, the Wi-Fi will go down, or you will forget your username/password.** These issues are part of twenty-first-century life, not emergencies.

To succeed in college and your career, work habits that consider such snafus need to be developed. These problems are solely your responsibility to determine the proper steps to ensure your work will be recovered; if one device or service is not operational, locate one that will. I will not provide you with an extension based on problems you may be having.

Part 5: Course Policies/Rules

Rules

- Come to class on time
- Be ready to learn (including bringing all required materials)
- Listen and follow directions
- Be respectful to others
- Believe in yourself
- Be aware of and follow school rules

Academic Dishonesty Policy

People learn most effectively and build their strength of character by doing their reading, writing, test-taking, projects, research, and assignments. Students learn most from their education by evaluating, reflecting, and revising their work. Therefore, educating students about academic honesty and clarifying the school's policy on academic dishonesty.

Definitions of cheating and plagiarism:

Cheating

Cheating is the unauthorized possession, giving, sharing, taking, or presentation of information and material benefits to a student.

Examples of cheating include but are not limited to

- the passing of information during an assessment,
- having access to and utilizing unauthorized material and technology during an assessment,
- passing information about an exam from one class to another, and
- submitting work that is not one's own.

Plagiarism

According to the Harbrace Handbook, the 15th edition:

- Plagiarism is defined as “presenting someone else’s ideas, research, or opinions as your own without proper documentation, even if it has been rephrased.”
- This includes, but is not limited to:
 - Copying verbatim all or part of another’s written work;
 - Using phrases, figures, or illustrations without citing the source;
 - Paraphrasing ideas, conclusions, or research without citing the source;
 - Using all or part of a literary plot, poem, or film without attributing the work to the creator.
- Consequences of Plagiarism
 - Plagiarism is a form of stealing and academic fraud. Students who are found guilty of plagiarism have the option of redoing the assignment within a specified period and accepting a letter drop or taking a zero on the assignment. Parents are to be involved in making the decision.

Media Communications (2024-2025)

Artificial Intelligence

Artificial Intelligence (AI) programs, as defined by state law, may be used by staff and students in the district.

Academic Integrity

Students shall be instructed on responsible use standards, including but not limited to the following:

1. Effective use of generative AI;
2. When it is appropriate to use AI in assignments;
3. How to determine whether AI responses are accurate;
4. Users assume responsibility for incorporating AI content responsibly; and
5. The difference between cheating and seeking support.

Religion in the Classroom

The Board affirms that it is essential that the teaching about religion - and not of a religion be conducted in a factual, objective, and respectful manner in accordance with the following guidelines:

1. Religious themes may be a part of the curriculum for school-sponsored activities and programs provided it is essential to the learning experience in the various fields of study and is presented objectively;
2. The inclusion of religion shall be for educational purposes only;
3. The emphasis on religious themes should be only as extensive as necessary for a balanced and comprehensive study of the curriculum. Such studies shall never be used to proselytize, establish, foster, or demean any particular religion, religious tenets, or beliefs; and
4. Student-initiated expressions to questions or assignments that reflect their beliefs or non-beliefs about a religious theme shall be accommodated.